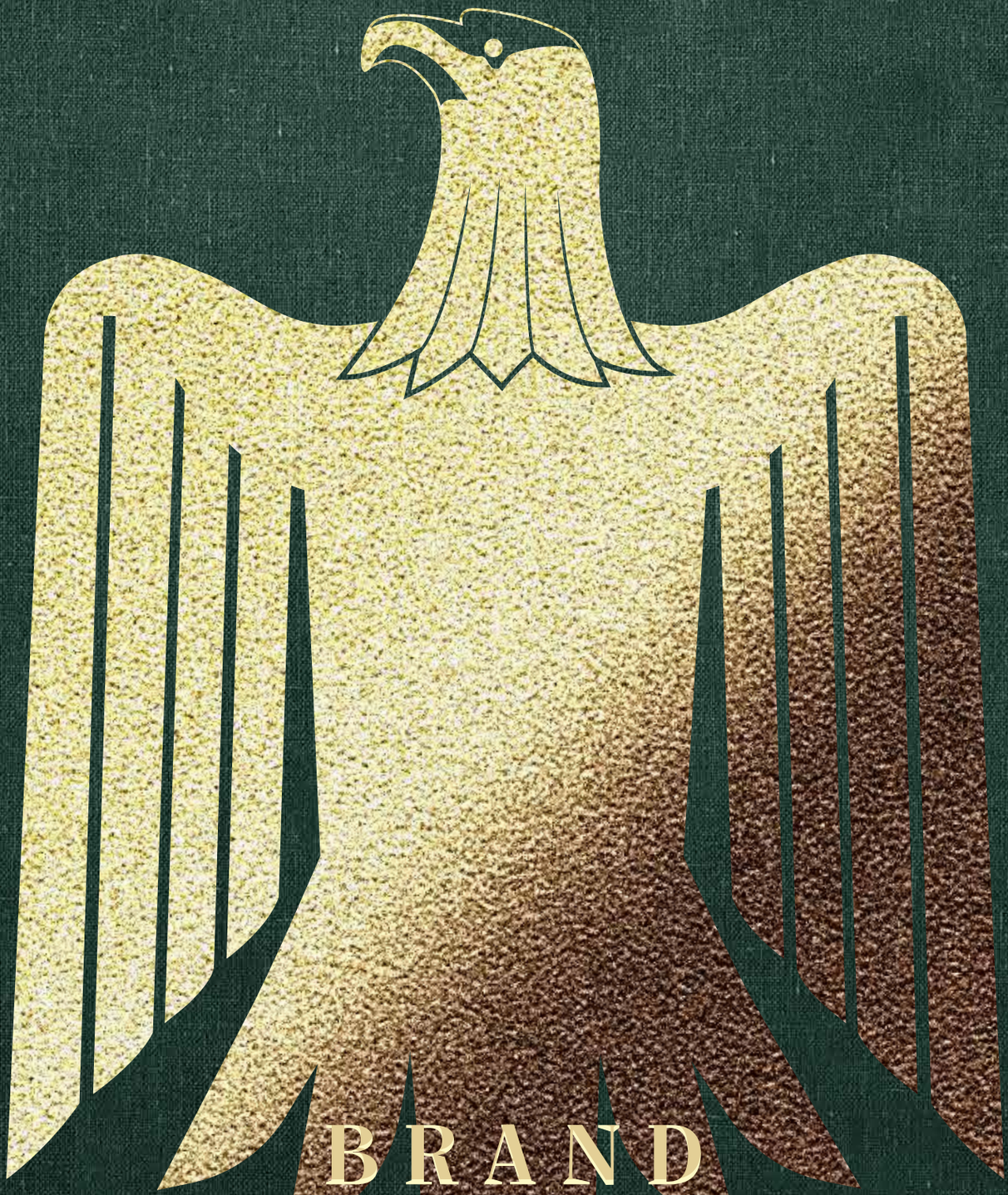
A NATION IN TRANSITION



BRAND

IRAQ

CRADLE OF CIVILIZATION * **HOSPITABLE** * BAGHDAD * TIGRIS * TRANSFORMA
RESOURCE-RICH * MESOPOTAMIA * SPIRITUAL * **HERITAGE** * KARBALA * TOU
UNEIFORM * **EUPHRATES** * STORY-RICH * DIVERSE * **MOSUL** * INVESTMENT *
NAJAF * **FERTILE** * ARCHAEOLOGICAL TREASURE * REBUILDING * **OIL** * BABYL
MASGOUF * CULTURAL DEPTH * RELIGIOUS * **BASRA** * YOUNG * UR * TRADITION
AUTHENTIC * NINEVEH * **PROUD** * HATRA * OPPORTUNITY * **SAMARRA** * TIME
DENTITY * **ERBIL** * LOGISTICS * SUMER * **CULTURE** * CRADLE OF CIVILIZATION
BAGHDAD * TIGRIS * TRANSFORMATION * **RESOURCE-RICH** * MESOPOTAMIA
HERITAGE * KARBALA * **TOURISM** * CUNEIFORM * EUPHRATES * **STORY-RICH**
MOSUL * **INVESTMENT** * HISTORICAL * NAJAF * **FERTILE** * ARCHAEOLOGICAL
REBUILDING * OIL * **BABYLON** * MASGOUF * **CULTURAL DEPTH** * RELIGIOUS

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PPORTUNITY * SAMARRA * TIMELESS * **IDENTITY** * ERBIL * **LOGISTICS** * SUM
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UNEIFORM * EUPHRATES * STORY-RICH * **DIVERSE** * MOSUL * INVESTMENT *
NAJAF * FERTILE * **ARCHAEOLOGICAL TREASURE** * REBUILDING * OIL * BABY
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AUTHENTIC * NINEVEH * **PROUD** * HATRA * OPPORTUNITY * SAMARRA * TIME
IDENTITY * ERBIL * LOGISTICS * SUMER * CULTURE * **CRADLE OF CIVILIZATI**
HOSPITABLE * BAGHDAD * TIGRIS * **TRANSFORMATION** * RESOURCE-RICH * ME

BRAND **IRAQ**

Exploring Iraq's business landscape, human capital, culture, tourism, and hospitality, this book offers policymakers, entrepreneurs, and investors a broader view of the country's strengths, ambitions, and evolving international profile.

About Baizac
Baizac is a strategic communications firm specializing in the production of high-end country branding books.

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Baizac extends its deepest gratitude to every individual, company, and organization that contributed to this book. The creation of Brand Iraq—the country's first comprehensive publication dedicated to its soft power—would not have been possible without their unwavering support, and the stories, insights, and aspirations they generously shared.

Their commitment to showcasing Iraq's progress and future potential has been instrumental in shaping the depth and authenticity of this work. The success of presenting Iraq on the global stage stands as a testament to their collective dedication to highlighting the nation's achievements to an influential international audience.



This book is dedicated to Zaha Hadid, the world-renowned Iraqi-British architect celebrated for her futuristic and dynamic designs, and the first woman to receive the prestigious Pritzker Architecture Prize.

Born in Baghdad in 1950, Zaha Hadid's early childhood trips to the ancient Sumerian cities in southern Iraq played a formative role in sparking her interest in architecture. These visits instilled in her a fascination with the forms and structures of ancient civilizations, which later influenced her distinctive design approach.

Zaha Hadid shattered barriers in a traditionally male-dominated profession to become one of the most influential architects of the 21st century. Though much of her groundbreaking work was realized outside Iraq, she remained a proud ambassador of her homeland. Her design for the new headquarters of the Central Bank of Iraq stands as a bold expression of her enduring architectural and symbolic legacy. Today, her story continues to inspire a new generation of Iraqi architects, artists, and designers.

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Foreword

The power of a nation brand extends far beyond words. It lives in a country's economic aspirations, visionary leadership, cultural heritage, and the strength of its human capital. A compelling nation brand shapes perception, attracts opportunity, and inspires engagement on the global stage.

This book, centered on the evolving nation brand of Iraq, captures the essence of a country at a pivotal crossroads. Through a rich blend of narrative and visuals, it tells a story of transformation—one that resonates across sectors and reflects Iraq's determination to reclaim its place in the world. With every page, readers are invited to witness the nation's unwavering commitment to progress.

Within these pages, we present Iraq's economic vision and policy framework aimed at fostering long-term, sustainable growth. We highlight homegrown success stories, foreign enterprises investing in Iraq's future, and national efforts in human capacity development. We also explore the country's historical landmarks, deep-rooted traditions of hospitality, unmatched cultural heritage, and growing tourism potential.

Through each photograph, company profile, and personal story, we showcase the promise Iraq holds for those with the vision to be part of its future. We hope this exploration inspires dialogue, builds partnerships, and encourages renewed global engagement with Iraq—a country of considerable potential.

This book, centered on the evolving nation brand of Iraq, captures the essence of a country at a pivotal crossroads. Through a rich blend of narrative and visuals, it tells a story of transformation—one that resonates across sectors and reflects Iraq's determination to reclaim its place in the world.

Governance

Iraq is a federal parliamentary republic, governed under the 2005 Constitution, which establishes a system of governance with a separation of powers among the executive, legislative, and judicial branches.

Federal Parliamentary Republic

Governance Type

Governance is the cornerstone of nation branding—it shapes the narrative, sets the tone, and communicates a country's ambitions to its people and the world. In Iraq's case, policy reforms, institutional development, and diplomatic engagement are driving a powerful narrative—one that signals the nation is reclaiming its voice and writing a new chapter on its own terms.

Executive Branch

The executive authority is divided between the President and the Prime Minister. The President, elected by Parliament, serves as the guardian of the Constitution and ensures its implementation. The Prime Minister, also elected by Parliament, holds the most significant executive power, responsible for forming a cabinet, executing government policies, and managing the country's administration.

Legislative Branch

Iraq has a unicameral legislature, the Council of Representatives, consisting of 329 members elected by the people for a four-year term. Parliament is responsible for passing laws, approving the national budget, and holding the executive branch accountable through oversight mechanisms.

Judicial Branch

Iraq's judiciary functions independently, with the Supreme Judicial Council overseeing the judicial system. The Federal Supreme Court, the highest legal authority, is responsible for interpreting the Constitution and resolving disputes between the central government and regional authorities.

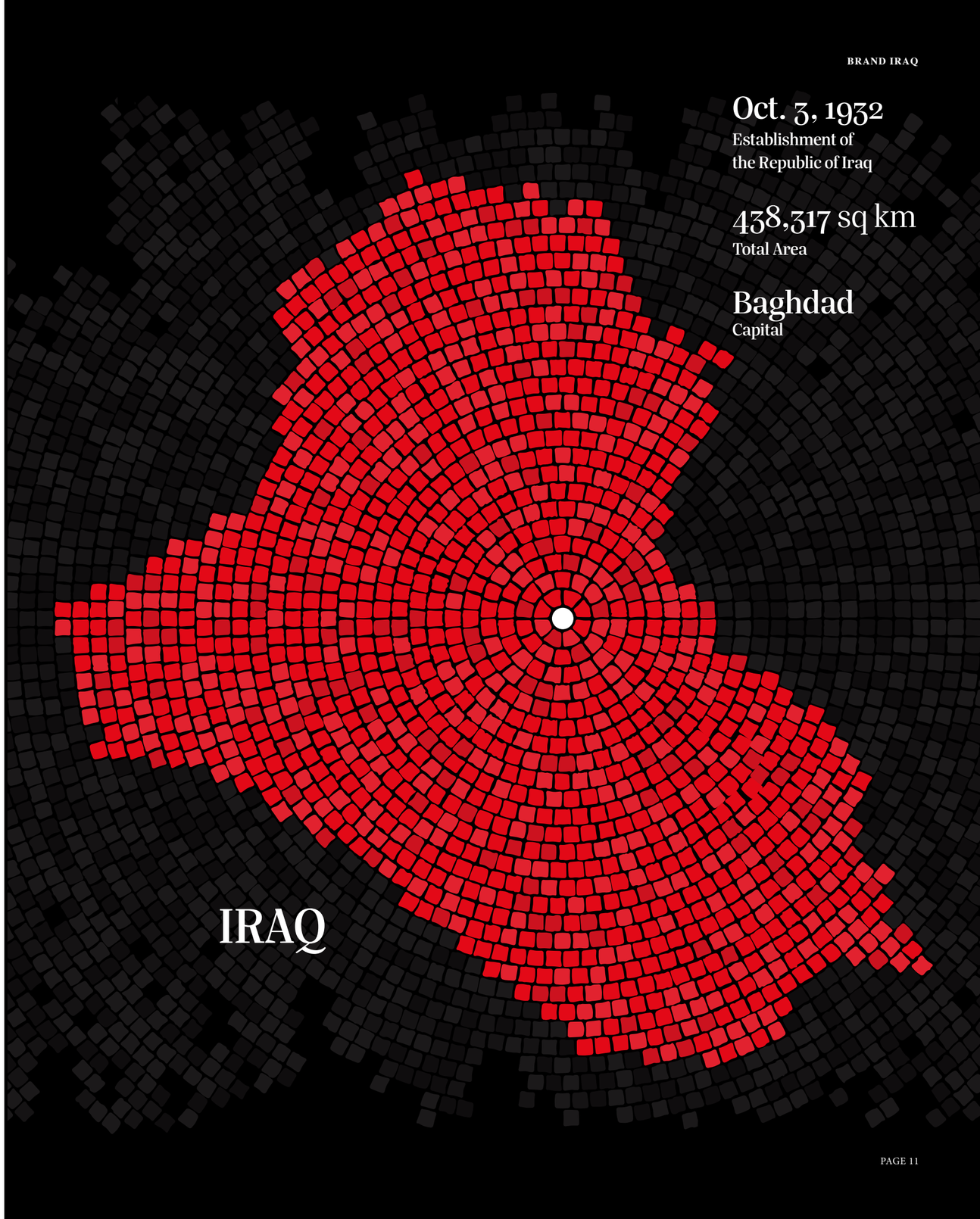
Governorates

Iraq's governance model features a decentralized administrative structure, dividing the country into 19 governorates *(provinces)*.

Each governorate operates with a degree of autonomy, focusing on local development, infrastructure, and public services. This autonomy enables governorates to address local needs more effectively, while federal oversight ensures that national interests are maintained. Each governorate is governed by a Provincial Council, whose members are elected by local residents. The Provincial Council is responsible for selecting a governor, who serves as the executive leader of the governorate.

19 *Governorates*

Governorates	Capital
Baghdad	*Baghdad*
Basra	*Basra*
Nineveh	*Mosul*
Erbil	*Erbil*
Sulaymaniyah	*Sulaymaniyah*
Duhok	*Duhok*
Anbar	*Ramadi*
Najaf	*Najaf*
Karbala	*Karbala*
Babylon	*Hillah*
Dhi Qar	*Nasiriyah*
Maysan	*Amarah*
Wasit	*Kut*
Qadisiyyah	*Diwaniyah*
Muthanna	*Samawah*
Kirkuk	*Kirkuk*
Salah al-Din	*Tikrit*
Diyala	*Baqubah*
Halabja	*Halabja*



The People

The citizens of each country possess their own distinct characteristics. We've profiled the unique attributes of the people of Iraq.

01

Proud

Iraqis are deeply proud of their cultural heritage, with a strong emotional connection to their land and history.

02

Resilient

Despite decades of hardship, Iraqis remain resilient, forward-looking, and determined to rebuild their country with hope and pride.

03

Hospitable

Hospitality is a deeply rooted cultural norm—guests are treated with warmth, honor, and generous offerings, regardless of social status.

04

Family Oriented

Iraqis value strong family ties, often living in close-knit extended families that emphasize loyalty and mutual support.

05

Artistic and Poetic Expression

Iraqis have a long-standing tradition of poetry, music, calligraphy, and visual arts as forms of emotional and cultural expression.

06

Passionate about Football

Football is Iraq's most popular sport, and the nation unites in celebration and pride during national team matches.

07

Respectful

Respect for elders and adherence to long-standing customs are central to Iraqi social behavior and community values.

08

Digitally Connected

Iraqis especially the youth are highly connected and actively engaged across various social media platforms.

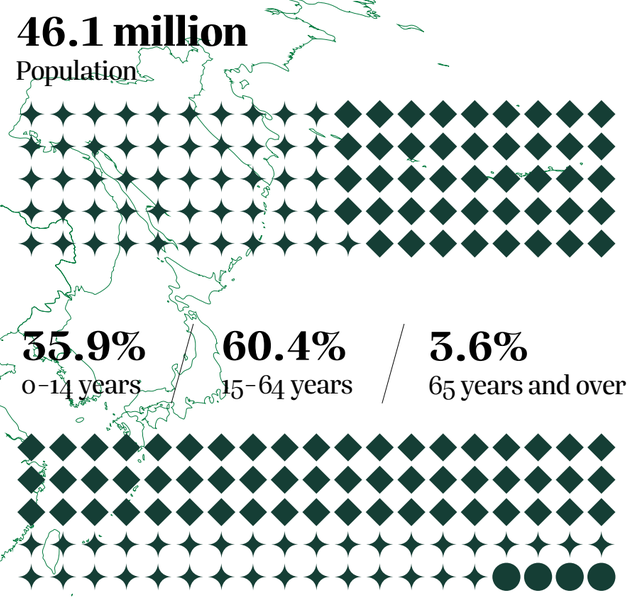
09

Religious

Religion plays a significant role in shaping values, daily routines, and community practices, contributing to a strong spiritual identity.

Population

Iraq has a population of 46.1 million, with a nearly even gender distribution of 50.2% male and 49.8% female.



50.2%
Male

49.2%
female

The demographic structure is youthful, with 35.9% of the population under 14 years of age, 60.4% in the working-age bracket of 15 to 64 years, and only 3.6% aged 65 and over.

The population is growing at a robust rate of 2% annually. Life expectancy stands at 73 years, with women living slightly longer (75 years) compared to men (71 years).

70.3%

Iraq's urban population accounts for 70.3% of the total population.

The Flag

The design of the Iraqi flag reflects the country's deep-rooted connection to Arab history, Islamic faith, and the enduring resilience of its people.

Red

Symbolizes the courage and sacrifices of the Iraqi people.

White

Stands for a hopeful future.

Green

Centered on the white stripe is the Takbir, the Arabic phrase "Allahu Akbar" (God is Great), written in green, symbolizing Islam, which plays a central role in the nation's identity.

Black

Commemorates the struggles against oppression.

BUSINESS & ECONOMY

18—135

In the pages ahead, we highlight the people, companies, and projects driving Iraq's economic transformation, along with the government's vision for long-term, sustainable growth.

Just as consumers are drawn to brands that reflect their values and evoke emotion, nations too are shaped by the narratives they project. A country's economic and business landscape—defined by its opportunities, achievements, values, and cultural identity—plays a crucial role in how it is viewed by the outside world.

In this context, businesses have become more than economic actors; they serve as ambassadors of their nations, carrying with them the essence of their home country wherever they operate. In the pages ahead, we spotlight the companies, projects, and individuals driving Iraq's economic transformation. From homegrown success stories to foreign enterprises investing in the country, these profiles offer a multifaceted view of Iraq's evolving business environment.

This chapter also delves into the Iraqi government's economic vision and policy framework aimed at achieving long-term, sustainable growth. Through data-driven insights and sector-specific opportunities, we present a comprehensive picture of Iraq's business and economic potential.

Join us in exploring stories of ambition that are helping shape Iraq's nation branding journey as a business destination.

National Development Plan

VISION

LAYING THE GROUNDWORK FOR A MORE PROSPEROUS AND RESILIENT IRAQ

Guided by Sustainable Development Vision 2030, the National Development Plan sets out a roadmap for sustainable development and economic diversification.









Economic Vision

National Development Plan addresses the structural challenges that have historically hindered Iraq's progress, emphasizing economic diversification, reduced reliance on oil revenues, and the promotion of private sector growth. Key components include fiscal discipline, anti-corruption measures, and structural reforms aimed at fostering transparency and creating an investor-friendly environment. Aligned with international best practices, the plan has launched a range of projects and reforms that reflect a clear vision for the country's future prosperity.













INITIATIVES

Public Services

Prioritizing healthcare, education, water supply, and sanitation to improve the standard of living and rebuild public trust in state institutions.

The Development Road Project

A transformative infrastructure initiative aimed at connecting Iraq to Europe through Türkiye. The project involves constructing highways and railways, positioning Iraq as a key regional trade corridor and enhancing cross-border connectivity.

Revitalizing Agriculture

Adopting advanced farming techniques, modernizing irrigation systems, supporting local farmers, and investing in agro-industrial projects to strengthen food security and generate employment.

Energy Sector Development

Increasing oil production, reducing gas flaring, and developing renewable energy projects to reinforce Iraq’s role in global energy markets.

Housing

Launching affordable housing projects and urban development initiatives to improve living standards.

Transportation Networks

Modernizing roads, airports, and railways to enhance mobility, boost trade, and drive regional economic integration.

Investing in Human Capital

Building a resilient economy by investing in education, vocational training, and human capital development.

Supporting SMEs

Providing financial and technical assistance to entrepreneurs and supporting small and medium-sized enterprises (SMEs) to foster innovation, reduce youth unemployment, and promote economic growth.

Establishing Industrial Cities

Developing industrial zones to drive manufacturing growth, attract investment, generate employment, and support economic diversification.

Digital Transformation

Integrating digital technologies across various sectors to improve efficiency, reduce corruption, and enhance citizen-centric governance.

Boosting the Business Environment

Strengthening financial institutions, improving the regulatory framework, ensuring transparency, and streamlining bureaucratic processes to attract investors and facilitate business operations.

Green Projects

Investing in green energy initiatives, promoting eco-friendly policies, and creating green jobs to address climate change and support sustainable development.

International Cooperation

Enhancing international cooperation and attracting strategic partnerships for development projects, positioning Iraq as a reliable and viable partner on the global stage.













GDP

According to the International Monetary Fund (IMF), Iraq's GDP is projected to reach $349.1 billion by 2029, up from $264.1 billion in 2024.

(2030)

$349.1 billion

(2025)

$264.1 billion

Iraq's medium- to long-term growth trajectory will largely depend on maintaining political stability and implementing critical economic reforms. To support sustained development, the government has accelerated efforts to diversify the economy and attract foreign investment. These initiatives—alongside ongoing infrastructure development and reconstruction projects—aim to reduce Iraq's dependence on oil revenues and foster a more resilient and inclusive economy.

GDP Growth
3% – 5%

Iraq's GDP is expected to grow by approximately 3–5% in the short to medium term, assuming stable oil prices and political stability.













Pioneering Projects. Elevating Standards.

Najmadin Group is recognized as one of Iraq's leading corporate brands and a trusted force in shaping the nation's business landscape across various sectors. The Group delivers top-tier projects that set new benchmarks for quality, innovation, and sustainability. From pioneering residential communities to advanced industrial facilities, Najmadin Group has become synonymous with quality, consistently executing projects that enhance living standards and drive economic growth across Iraq.

NAJMADIN GROUP

NAJMADIN CONCRETE
Concrete Solutions for Landmark Projects.

Based in Slemani, Najmadin Concrete has become a cornerstone of Iraq's construction industry, providing premium ready-mix concrete solutions for some of the nation's most ambitious infrastructure and development projects. The company's strength lies not only in its advanced production capabilities but also in its extensive nationwide network, enabling fast, localized delivery and seamless project coordination.

Branch Network

Slemani – Headquarters with two operational plants
Bazyan – Serving industrial and energy sector projects
Kirkuk – Supporting public and private developments
Baghdad – Facilitating large-scale residential and infrastructure works

High-Capacity, Precision-Driven Operations

Najmadin Concrete operates two fully automated ready-mix plants with a combined capacity of up to 1,650 m^3 per hour, built to meet international engineering standards. Its logistics fleet includes:

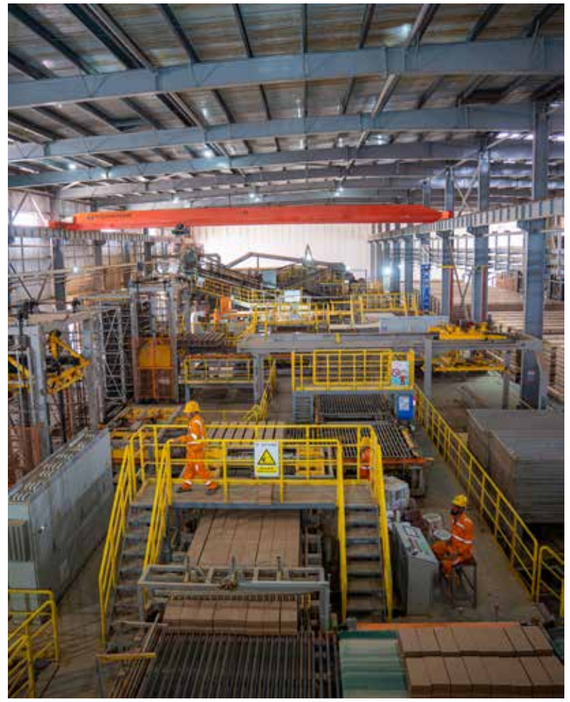
73 modern truck mixers (7 m^3 to 14 m^3 capacity)
14 high-reach concrete pump trucks, including German Schwing models (34 m to 50 m)
6 dedicated maintenance workshops
State-of-the-art quality control laboratories
A diverse fleet of heavy and light machinery

Unwavering Commitment to Quality

Every concrete batch undergoes rigorous testing to ensure compliance with both project specifications and international standards. Managed by skilled engineers and technicians, Najmadin Concrete guarantees precision from mix design to on-site delivery. Its products are trusted for high-rise buildings, bridges, infrastructure projects, housing compounds, public institutions, and commercial developments—solidifying its reputation as a leader in Iraq's construction sector.



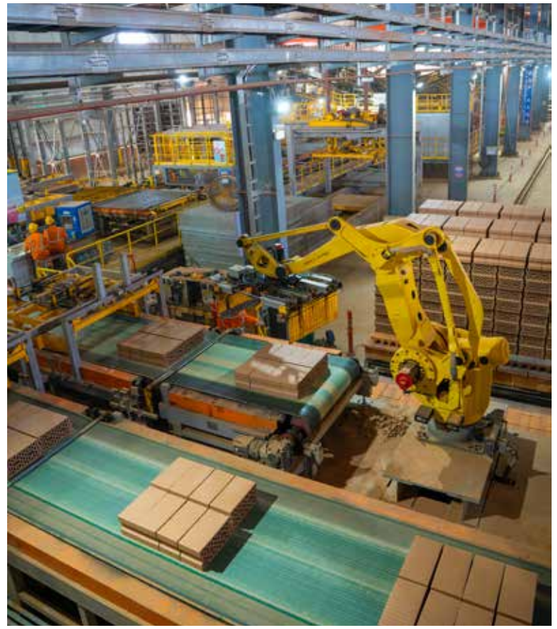




NAJMADIN BRICK FACTORY
Setting the Standard.

Established in 2023 in Slemani, Najmadin Brick Factory has quickly become a leading supplier of high-quality bricks built to international standards. Using advanced machinery and cutting-edge technology, the factory produces durable, precise, and structurally resilient bricks that meet the demands of modern construction. With a strong focus on consistency and quality, its products meet the strict expectations of developers, contractors, and engineers. Supported by robust production capacity and rigorous quality control, the factory plays a key role in residential, commercial, and infrastructure projects across Iraq, further solidifying Najmadin Group's reputation as an industry leader.



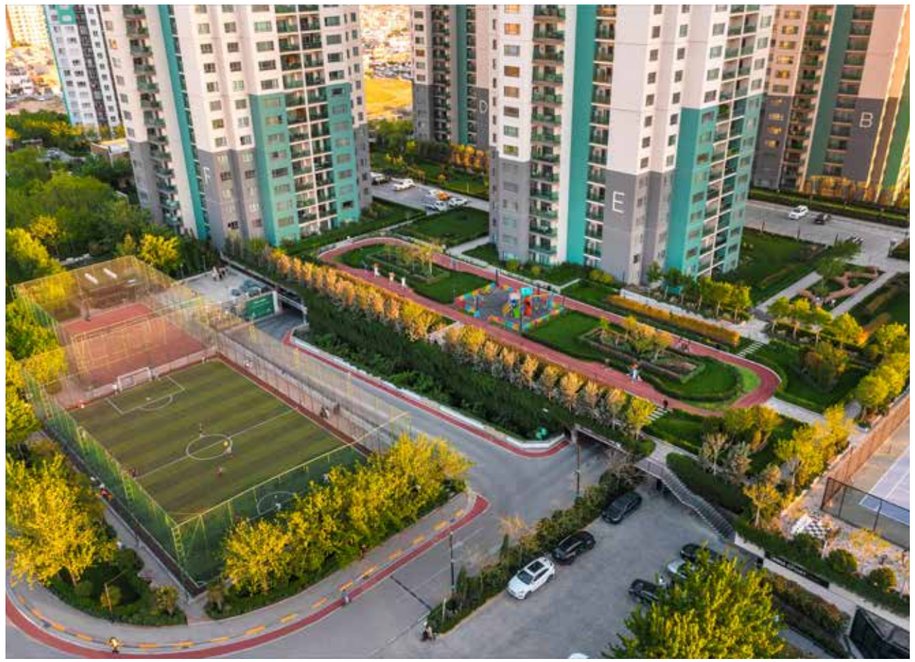


DANIA CITY – SLEMANI
The Living Pulse of Slemani.

Dania City, located in the heart of Slemani, is a landmark of modern urban living, spanning 115,000 square meters. Its striking architectural ensemble—comprising six 31-storey towers, two 20-storey towers, and 50 contemporary villas—has transformed the city's skyline and lifestyle. More than a residential complex, Dania City is a self-contained community that seamlessly integrates all aspects of modern living. Residents enjoy a vibrant commercial center with top-tier local and international brands, complemented by thoughtfully designed amenities such as kindergartens, wellness facilities, sports courts, cinemas, retail outlets, and dedicated recreational spaces. With its exceptional blend of comfort, sophistication, and functionality, Dania City has truly become the living pulse of Slemani.









DANIA CITY – KIRKUK
Perfectly Master-planned.

Dania City – Kirkuk, a flagship development by Najmadin Group, is set to transform the urban landscape with its expansive 673,220 square meter footprint, of which 9% is dedicated to lush green spaces. The project comprises 1,392 upscale villas, each designed with generous layouts to provide a refined and comfortable living experience for families.

Emphasizing community and convenience, the development includes three schools catering to different educational stages, alongside a kindergarten and nursery. Residents will benefit from a smart infrastructure, advanced security systems, and modern amenities such as restaurants, cafés, fitness and sports halls, children's play areas, sports clubs, swimming pools, shopping centers, and family-oriented recreational zones.

Dania City offers a range of villa types, each combining elegance, functionality, and spacious comfort. Options include Type A (256 m^2), Type B (206 m^2), Type C (344 m^2), Type D (209 m^2), and Type H (272 m^2), all designed to meet diverse lifestyle needs within a modern residential setting.











DANIA CITY – KIRKUK 2
Redefining Urban Living.

Dania City – Kirkuk 2 is a landmark residential project designed to align with the Kirkuk Governorate's vision for urban growth and expanded housing infrastructure. Currently under construction, the development features 985 residential units, including a mix of elegantly designed villas and modern apartments in various sizes.

Zone 1 – Villas

Zone 1 includes 169 premium villas: 101 units of Type A, 29 units of Type B, 10 units of Type C, 5 units of Type D, and 6 units of Type E.

The zone includes eight community buildings, including a primary school, market, administrative offices, mosque, and utility facilities. Green spaces account for 8% of the area, while 33.5% is dedicated to streets and internal roads, creating an organized and accessible layout.

Zone 2 – Towers

Zone 2 features 10 residential towers, each with 80 modern flats, totaling 800 units.

Residential buildings occupy 14% of the area, complemented by six community structures, including a primary school, kindergarten, administrative offices, a market, and a leisure yard. The design dedicates 32% to landscaped green spaces and 36% to streets and infrastructure, creating a well-balanced mix of open areas and essential facilities.

ALLE
Pioneering Modern Agriculture in Iraq.

In 2018, Najmadin Group launched the ALLE Project for Sustainable Modern Agriculture & Dairy in Khurmal, Halabja Governorate, reinforcing its commitment to sustainable agriculture and national development. Covering 61,250 square meters, the project focuses on enhancing local food security, creating jobs, and boosting rural economic growth. ALLE aims to transform milk production in Iraq by adopting advanced livestock management and cutting-edge agricultural technologies. Its mission is to deliver clean, natural, and healthy dairy products while setting new standards for food safety and sustainability. Every stage of production follows strict international hygiene and biosecurity protocols, ensuring premium-quality products that meet modern consumer expectations.



DOCTORS CITY
A Community Built for Care.

Located in Slemani, Doctors City is a modern residential complex developed by Najmadin Group, designed to meet the housing needs of medical professionals and families. Covering 57,400 square meters, the project includes 15 residential buildings and one commercial building, with a total of 780 well-planned units. Focused on comfort, functionality, and community living, Doctors City offers a secure and serene environment with essential amenities and commercial services, making it a landmark in Slemani's urban development.





GOYZHA CITY 3
Elevated Living on Mount Goyzha.

Perched on the scenic slopes of Mount Goyzha, in one of Slemani's highest and most picturesque locations, Goyzha City 3 is a true testament to modern urban living. Spanning 118,750 square meters, the development features eleven state-of-the-art 20-storey residential towers, combining comfort, style, and functionality. Designed as a model residential community, Goyzha City 3 incorporates advanced Turkish and European construction technologies, with every detail meticulously executed by expert engineers and skilled craftsmen to ensure durability, sophistication, and world-class quality.

MIRAN CITY
45 Towers, One Vibrant Community.

Miran City is another landmark residential development by Najmadin Group, located in Slemani and designed to set a new standard for modern urban living. The project features 45 residential towers, each 20 floors high, creating a vibrant community within a thoughtfully planned environment. Notably, 42% of the total project area is dedicated to lush green spaces, offering residents a serene and healthy atmosphere. Miran City offers a wide range of services and amenities, from family-friendly recreational areas to community-focused facilities, ensuring a comfortable and inclusive lifestyle for residents of all ages.









NAJMADIN CITY – AL YARMOUK
Green, Connected, and Contemporary.

Najmadin City – Al Yarmouk is a pioneering residential development set to redefine modern living in Baghdad through its blend of contemporary architecture, prime location, and community-focused design. Spanning 21,200 m^2 in one of the city's most prestigious districts, it features 730 apartments across 30-story towers, with only seven units per floor to ensure privacy and comfort. The project dedicates 66% of its land—14,015 m^2—to green spaces, including landscaped gardens, sports courts, and playgrounds, while 1,585 m^2 is reserved for commercial facilities for residents' convenience. With 994 multi-level indoor parking spaces, pedestrian-friendly pathways, and strategically positioned towers designed to maximize views and airflow, the development offers a balanced urban lifestyle. Supported by advanced infrastructure, robust security systems, and extensive recreational amenities, Najmadin City sets a new benchmark for community-oriented living in Baghdad.









NAJMADIN CITY – KUT
A Community Crafted for Modern Living.

Located in Al-Dahra, Al-Kut, Najmadin City – Kut is one of the region's most prominent residential and investment developments. Spanning 153,204 square meters, the project comprises 281 high-end villas available in various types and sizes. A defining feature of this development is its strong focus on green and sustainable living, with 39% of the total area—59,627 m^2—dedicated to landscaped gardens, tree-lined streets, and open spaces that promote a serene and healthy lifestyle. The community is fully equipped with three schools for different educational stages, a kindergarten and nursery, commercial centers with shops, cafés, and restaurants, as well as sports facilities and children's play areas. With 24/7 electricity and water supply, combined with advanced security systems, Najmadin City – Kut stands out as a premier residential destination that blends comfort, functionality, and investment value.

THE ROAD AHEAD

Looking to the future, Najmadin Group envisions further strengthening its position as Iraq's leading brand by delivering transformative projects that redefine quality, innovation, and sustainability. With an expanding portfolio spanning real estate, construction, agriculture, and hospitality, the Group is poised to introduce new landmark developments that will elevate Iraq's infrastructure and urban landscape. Beyond building structures, Najmadin Group is shaping communities, creating jobs, and driving economic growth, making a lasting contribution to the country's modernization. By integrating global best practices with a deep understanding of local needs, the Group continues to pave the way for a brighter, more prosperous Iraq.

INVEST

Iraqi government has earmarked $100 billion over the next three years to fund major strategic initiatives across energy, infrastructure, housing, agriculture, IT, Telecom, and industry.

Enhanced Legal Framework: Investment Law No. 13

Iraq continues to enhance its legislative frameworks, reinforcing its position as a safe and attractive market for investment. A major turning point in Iraq's economic reform is the revision of Investment Law No.13 of 2006. The updated legislation now guarantees key investor protections, including land ownership rights and tax exemptions, offering greater security and incentives for international businesses seeking to establish operations in Iraq.

Signing the Singapore Convention

In 2024, Iraq reaffirmed its commitment to global best practices in investment protection by signing the United Nations' Singapore Convention on Mediation. This important step strengthens the country's legal infrastructure, ensuring fair and efficient dispute resolution mechanisms and bolstering the trust of foreign investors.



Celebrating 79 Years of Legacy

Cihan Group is one of Iraq's most prominent brands, with a legacy spanning 79 years. Founded in 1947 by the late Haji Yahya Bajger, the company began as a textile-focused enterprise and has since evolved into a dynamic, multi-sector conglomerate operating across 15 industries. The Group's first major leap came in 1971, when it strategically expanded into the wholesale textile business—opening doors to regional and international markets and laying the foundation for future diversification. Today, Cihan Group employs over 3,000 people and maintains a strong presence across a wide range of sectors, contributing significantly to Iraq's economic development.

CIHAN GROUP



The late Haji Yahya Bajger laid the foundation of Cihan Group in a small textile shop in Erbil in 1947.

The Journey Began with a Vision

Cihan Group proudly marks its 79th anniversary as one of Iraq's leading corporate groups—a legacy shaped by the enduring vision of its founder, the late Haji Yahya Bajger.

What began as a small textile shop in 1947 has grown into one of Iraq's most prominent and diversified business conglomerates, driven by purpose and values. Haji Yahya Bajger's vision extended far beyond commerce; he was deeply committed to advancing Iraq's economic and social development, promoting ethical business practices, and investing in education. Today, Cihan Group continues to honor his legacy, remaining steadfast in its mission to build a better future for the country.



CIHAN FMCG

Since its founding in 1992, Cihan FMCG has grown into a leading force in Iraq's fast-moving consumer goods sector, renowned for its diverse portfolio of high-quality products. Originally focused on tea, the company has steadily expanded over the past three decades to include key household staples such as rice, legumes, dairy products, pulses, tomato paste, and edible oils—catering to the daily needs of Iraqi families. Today, Cihan FMCG exports to nearly 20 countries and dominates Iraq's tea market. As the largest partner of Sri Lanka's Akbar Brothers, it sells around 20,000 tons of tea annually, along with 40,000 tons of rice, 20,000 tons of liquid oil, and substantial volumes of vegetable ghee, legumes, and tomato paste from Türkiye and beyond.



CIHAN MOTORS

Established in 1997, Cihan Motors became the first Iraqi private enterprise to directly import Toyota vehicles from Japan through a strategic partnership with the esteemed Tomen Corporation in 2004. Since then, the company has imported over 100,000 Toyota vehicles, significantly shaping Iraq's automotive landscape. Today, Cihan Motors operates a strong network of seven Toyota facilities across the country, four of which are officially recognized as Toyota Authorized Dealerships. These facilities are fully equipped with 3S capabilities—Sales, Service, and Spare Parts—certified by Toyota Motor Corporation in Japan, underscoring the company's commitment to the highest quality standards and customer satisfaction.



















CIHAN MACHINERY

Cihan Machinery's journey in Iraq's heavy machinery sector began in 2005. In 2007, the company signed a Non-Exclusive Dealer Agreement with Kawasaki, and in 2013, it received the Gold Plaque Award in recognition of outstanding sales performance. The Hino Division, established in 2010, has since grown rapidly, with more than 652 Hino trucks sold to date.

Cihan Machinery's commitment to service excellence was further strengthened in 2013 through the signing of the Hino Authorized Service Station (HASS) agreement, which led to its appointment as an official Hino dealer in 2016. In 2019, the company expanded its capabilities by establishing Vehicle Body Builder, a division dedicated to importing essential parts and applications from Türkiye and assembling them in Iraq.

Today, Cihan Machinery proudly represents leading global brands such as Hitachi Machinery, Hino, Sakai, Toyotomi, Airman (Generators & Compressors), Robin Water Pump, Heli, and Fili Ferrari.









GEELY

In 2021, Bajger Company signed a Distributor Agreement with Geely Auto, establishing a strategic partnership that marked a new chapter in the company's automotive portfolio. The collaboration delivered its first major milestone in September 2022 with the opening of a flagship Geely showroom in Erbil. Building on this success, the company expanded its footprint by launching additional branches in Slemani and Duhok. These initiatives have significantly reinforced Cihan Group's leadership and competitive presence in Iraq's automotive market.







HERTZ

Cihan Group launched Hertz Rent-A-Car under its Automotive Division in 2017. Starting with a modest fleet of 35 vehicles, the business grew rapidly—expanding to 500 vehicles within a year and establishing the largest rental car fleet in Iraq. Today, it operates through eight outlets across the country, with plans underway to expand into additional cities.











EDUCATIONAL ENDEAVORS

Cihan Group has long prioritized investment in education as a core pillar of its corporate mission and social responsibility. In line with the vision of its late founder, Haji Yahya Bajger, the Group has founded and supported numerous educational institutions. Among its most notable contributions is Cihan International Schools, which offer a rigorous curriculum and promote educational excellence. Cihan Group also established Cihan University in Erbil in 2007 and further expanded its educational footprint by acquiring the Lebanese French University in 2012. These initiatives reflect the Group's enduring commitment to empowering future generations through knowledge and opportunity.

Cihan International Schools

Cihan International Schools, located in Erbil, Slemani, Duhok, and Kirkuk, serve around 2,800 students with a rigorous curriculum that includes MM Publications and the distinctive Cihan Curriculum. Renowned for their high teaching standards, the schools also foster a strong sense of community among students, teachers, and families, creating an inclusive environment that supports both academic and personal growth.









Cihan University

Since its founding in 2007, Cihan University has achieved remarkable growth, emerging as one of Iraq's leading private universities. It currently operates three campuses in Erbil, Slemani, and Duhok—making it the only multi-campus university in the country. To date, more than 25,000 students have graduated from Cihan University. With 30 departments and a team of 630 dedicated faculty members, the university now serves nearly 10,400 students across diverse disciplines. Looking ahead, the university aims to expand its network of international partners and open new campuses in Kirkuk and Baghdad, reaffirming its long-term commitment to advancing the quality of higher education across Iraq.









Lebanese French University

Established in 2007, the Lebanese French University (LFU) entered a new phase of development following its acquisition by Cihan Group in 2012. This milestone marked a transformative period, significantly strengthening the university's capabilities. LFU stands out for its distinctive fusion of Lebanese and French academic traditions, offering a curriculum that appeals to both local and international standards. Today, the university serves 2,807 students, supported by a dedicated team of over 125 staff members.

CIHAN BANK

Since its establishment in 2008, Cihan Bank has built a strong and distinguished presence in Iraq's banking sector. Committed to offering a comprehensive range of Islamic banking products and services, the bank has steadily expanded its reach and reputation. Today, it operates 12 branches across Iraq and a network more than 200 ATMs, serving more than 200,000 customers in retail banking and corporate banking.

In 2017, Cihan Bank was officially listed as a fully-fledged Islamic bank on the regular market of the Iraq Stock Exchange. Further underscoring its leadership, the bank received the Gold Medal from the Tatweej Islamic Institution, recognizing its excellence in Islamic banking across the Arab world.











CIHAN CONSTRUCTION

To date, Cihan Construction has completed 43 major projects across Iraq, reflecting its scale, expertise, and enduring impact on the country's urban landscape. Notable developments include Bajger City in Erbil, featuring 280 modern villas; Cihan City, comprising 16 towers and 1,450 upscale apartments; the state-of-the-art Toyota 3S Facility; and the landmark Cihan Le Gulan complex, home to Ramada Residences and premium commercial spaces.



CIHAN INSURANCE

Established in 2010, Cihan Insurance offers tailored solutions for the Iraqi market, including Property and Casualty, Motor, and Health Insurance. Supported by a reinsurance treaty with the Iraqi Public Reinsurance Company under the Ministry of Finance, it ensures compliance and safeguards policyholders. The company operates branches in Baghdad, Basra, Mosul, Erbil, Duhok, and Slemani.



CIHAN PETROLEUM

Since 2017, Cihan Petroleum has expanded from a single station in Erbil to a growing network across Erbil, Slemani, and Duhok. In partnership with TotalEnergies, it now serves as the authorized supplier of the company's motor oils and lubricants in the Kurdistan Region of Iraq, reinforcing its commitment to quality and customer satisfaction.

HAJI YAHYA CHARITY ESTABLISHMENT

Unwavering Commitment to Community and Social Development

Cihan Group's business success is complemented by its deep commitment to social responsibility, embodied in the Haji Yahya Charity Establishment. Founded in 1993 and managed by the Bajger Family, the foundation serves as the Group's philanthropic arm, focusing on human capital development, education, environmental protection, and support for low-income families.

Demonstrating its long-standing impact, the charity has built two schools, two mosques, and a dedicated food center that provides more than 500 meals daily to families in need. Each year, it distributes over 80,000 Ramadan food boxes, delivers scholarships to more than 500 students, and works with local and international partners to create meaningful professional opportunities for young people.

In response to growing environmental concerns, the foundation actively supports conservation initiatives, reinforcing its commitment to sustainable community development.



TOGETHER FOR A BETTER LIFE

What began as a textile enterprise in 1947 has grown into a diversified conglomerate with 15 distinct business divisions—demonstrating Cihan Group's strong corporate governance, adaptability, and visionary leadership.

The Group further distinguishes itself through its progressive approach, particularly its commitment to gender equality in the workplace. Women's empowerment is firmly embedded as a core company policy and reinforced through initiatives that promote equal opportunities at every level of the organization.

Building on this foundation of inclusive growth and innovation, Cihan Group continues to forge strategic partnerships in future-focused sectors—reinforcing its role in driving employment, developing human capital, and fostering entrepreneurship across Iraq.

EXPORTS & IMPORTS

(2025) **Total Export**

$93 billion

Iraq's export sector heavily depends on hydrocarbons, which are the backbone of its economy.

Top Export Partners

China

EU

India

South Korea

United States

(2025) **Total Imports**

$65.7 billion

Iraq's key imports include vehicles, construction machinery and materials, consumer goods, food products, pharmaceuticals, information technology equipment, and luxury items.

Top Import Partners

China

India

South Korea

Türkiye

United Arab Emirates













ETIHAD LAW FIRM

Iraq's Leading Legal and Tax Advisory

Headquartered in Baghdad, Etihad Law provides legal and tax advisory services to both local and international clients across Iraq's evolving business landscape. The firm's team of experienced lawyers combines strong expertise in Iraqi law with an international perspective, enabling them to deliver practical legal advice. Etihad Law is particularly experienced in navigating complex regulatory frameworks in the real estate, finance, telecom, IT, and healthcare sectors, supporting clients in achieving compliance and managing risk effectively.

Under the leadership of Managing Partners Ahmed Hankawi and Abdulhadi AlShimary, Etihad Law comprises a multidisciplinary team of more than 50 lawyers and paralegals operating across five provinces in Iraq. With this extensive national presence, the firm is well positioned to advise a diverse client base that includes both local enterprises and multinational corporations. Etihad Law's practice covers corporate and commercial law, taxation, mergers and acquisitions, and project development transactions, providing comprehensive legal support encompassing due diligence, contract negotiation, regulatory compliance, and dispute resolution.

Partners

Ahmed Hankawi – Managing Partner
Abdulhadi AlShimary – Chairman
Mohammed Rafea – Partner
Zahraa Diyaa – Partner

A Leading Firm

Etihad Law's reputation for excellence extends beyond Iraq. The firm is recognized as a Leading Firm by several of the world's foremost legal directories, including ITR World Tax 2025, Chambers & Partners (2024–2025), IFLR1000 (2023–2024), and The Legal 500 (2025)—reflecting its consistent standards of quality and international standing.

Ahmed Hankawi

With more than a decade of experience, Ahmed Hankawi is recognized among Iraq's leading legal professionals in commercial and investment law. He provides strategic counsel in complex matters involving sovereign guarantees, international arbitration, and cross-border investment structuring. Hankawi's expertise spans Public–Private Partnerships (PPPs), corporate law, restructuring, and foreign direct investment advisory. He has been featured in the Who's Who Legal – Lexology Index as a Recommended Lawyer in Commercial Litigation, reflecting his professional excellence. Beyond his practice, Hankawi represents Etihad Law on the National Committee of the International Chamber of Commerce (ICC Iraq), where he collaborates with government and industry leaders to enhance Iraq's integration into global trade and arbitration frameworks. His work includes aligning local commercial laws with ICC standards and adapting model arbitration clauses for application in Iraqi contracts and courts.



AHMED HANKAWI
Managing Partner, Etihad Law

"As Iraq continues to open its economy to the world, legal clarity and investor confidence have become vital pillars of sustainable growth. At Etihad Law, we stand at the forefront of this transformation—setting new benchmarks for professionalism and integrity as Iraq's leading legal and tax advisory firm serving both local and international clients."

Partnerships

Complementing its domestic capabilities, Etihad Law has developed a strategic international network through partnerships with Bergs & More (Italy), Gonen Law Office (Türkiye), and SIPRC (Kingdom of Saudi Arabia). These alliances extend the firm's reach across key global jurisdictions, enabling cross-border collaboration and comprehensive legal support for international clients.

Global Presence

Etihad Law's expanding regional and international presence includes offices in Iraq (Erbil, Baghdad, Mosul, and Basra), the United Arab Emirates (Dubai), the United Kingdom (Manchester), Türkiye (Ankara), and the Kingdom of Saudi Arabia (Riyadh), positioning the firm among the few Iraqi legal practices with a truly international footprint.

Membership

Through its membership in the National Committee of the International Chamber of Commerce (ICC Iraq), represented by Managing Partner Ahmed Hankawi, Etihad Law plays an instrumental role in aligning Iraq's legal framework with international trade and arbitration standards.

Core Sectors

Oil & Gas
Real Estate & Construction
Banking & Finance
Family Business
Telecom, Media & Technology
Healthcare & Pharmaceuticals

Areas of Expertise

Corporate & Commercial Law
Banking & Finance
Real Estate & Construction
Dispute Resolution & Arbitration
Employment & Labour Law
Intellectual Property
Regulatory & Compliance













HOUSING

The amended Investment Law of Iraq explicitly grants foreigners the right to own land for the development of residential real estate projects, while tax exemption incentives are also offered to attract international expertise and financing.

The Iraqi government, in collaboration with local and international investors, is implementing housing projects to address the housing deficit and modernize the nation's urban landscape.

2.5 million Housing Units

An estimated 2.5 million housing units are needed to address Iraq's housing deficit. More than one million housing units are currently under construction through investment licenses.

52 New Cities

Iraq is collaborating with international partners to implement large-scale housing projects. The government aims to build 52 new residential cities across the country, incorporating smart technologies, sustainable construction practices, and integrated infrastructure.

$25 billion

Iraq plans to allocate nearly $25 billion over the next five years to build more than 1 million housing units, including the development of new cities and residential complexes.

$1 trillion Market Value

The Iraqi real estate market is expected to reach a value of $1 trillion by the end of 2025 and is projected to grow at a steady annual rate of 4% over the following five years.



Where Luxury Living Meets World-Class Design

Erbil Hills stands as the most ambitious placemaking project ever undertaken in Iraq—a transformative development that redefines the urban, cultural, and economic narrative of Erbil and the country at large. This visionary residential and tourism project introduces a bold new chapter in Erbil's efforts to reposition itself on the regional stage.

At the core of Erbil Hills' significance is its unparalleled value proposition: the seamless fusion of contemporary living with sustainability, and luxury with accessibility. Designed to attract a diverse mix of residents and investors, the project offers state-of-the-art infrastructure and world-class amenities—all rooted in the rich cultural identity of Erbil, one of the oldest continuously inhabited cities in the world.

ERBIL HILLS

Blending Residential Elegance with Tourism Potential

As the country's most sophisticated and visionary urban project, Erbil Hills introduces an entirely new standard of elegance, sustainability, and exclusivity. Spanning a diverse range of plots—from 670 to 5,000 square meters—this private, gated development caters to a wide spectrum of lifestyles while maintaining an intimate and harmonious community atmosphere. Whether seeking a move-in-ready villa or planning to build a bespoke residence with tailored design options, Erbil Hills offers a lifestyle unmatched anywhere else in the country.







Simply Unparalleled

Erbil Hills is a destination where every detail is purposeful, and every amenity is thoughtfully curated to elevate the quality of life.

At its core lies a state-of-the-art clubhouse offering spa and wellness facilities, a modern fitness center, and elegant social spaces. The community is further enriched by a luxury boutique hotel, fine-dining restaurants, stylish lounges, and a dedicated kids' club—fostering a vibrant atmosphere.

Outdoor living is seamlessly integrated through championship golf courses, scenic walking trails, tennis courts, jogging tracks, swimming pools, and lush parks that encourage both relaxation and recreation.

Everyday conveniences—including a market, pharmacy, bank, and beauty salon—are within easy reach, complemented by concierge-style services that provide comfort and ease at every turn.

Erbil Hills is, quite simply, in a class of its own.











A Thoughtfully Engineered Sustainable Ecosystem

Erbil Hills' commitment to sustainability goes far beyond aesthetics—it champions green living and ensures the wellbeing of future generations. Guided by the principle that the country's resources must be preserved with care, the landscape architecture is engineered to purify the air, reduce noise pollution, and foster a vibrant microclimate that supports both human wellness and ecological balance.

Waste management is an integral part of community life, featuring advanced wastewater treatment systems and comprehensive waste separation practices. Residents are encouraged to recycle, while biologically filtered water features safeguard surrounding ecosystems and promote biodiversity.







Architectural Brilliance

The captivating designs of ancient Mesopotamian artifacts have served as a powerful source of inspiration for Erbil Hills. The project seamlessly weaves the rich cultural heritage of the past with a bold vision for the future, creating a harmonious bridge between tradition and modernity. Erbil Hills features an impressive collection of exceptional mansions, each meticulously crafted to offer unparalleled comfort, elegance, and privacy.

CHÂTEAU D'AVIGNON

Blending the charm of a French country estate with contemporary sensibilities, these mansions feature grand interiors, soaring ceilings, and refined finishes. Natural light, elegant contrasts, and timeless style come together to create effortless luxury and modern grace.

PALM SPRINGS

Clean, modern design and expansive glass create a refined aesthetic where minimal exteriors let interior character shine. These spaces are a perfect canvas for bold simplicity and elegant lines.





TOSCANA

A courtyard-centered design emphasizes family gatherings and a garden-like lifestyle. Here, home evokes memories of warm evenings dining alfresco and peaceful daytime retreats, shaded from the brilliance of a sun-drenched landscape.







ROYAL CROWN

Experience a fresh reinterpretation of classic Middle Eastern design motifs, seamlessly integrated with the comforts of contemporary living.





THE GOLDEN FAMILY LIFE: GRAND PALAIS

PARIS – BORDEAUX

Architecture presented with the grandeur and grace reminiscent of France’s golden era.



LONDON – OXFORD

The English-inspired architecture brings a touch of elegant simplicity and practical charm to the overall aesthetic.



A World-Class Golfing Experience

Golf and luxury living have long been synonymous, offering an escape into a world of tranquility and refined leisure. At the heart of Erbil Hills lies its crown jewel: a world-class 18-hole championship golf course that stretches across the estate.

Erbil Hills' premier golf course, designed by renowned architects, features a spacious driving range that comfortably accommodates up to 25 golfers and caters to players of all skill levels. Poised to become one of the region's most exciting new golf destinations, Erbil Hills is fully equipped to host international tournaments and special events. Leading the project is IMG—a global entertainment powerhouse known for managing some of the world's most iconic sporting venues—bringing world-class expertise to the development of this golfing paradise.







A MILESTONE IN PLACEMAKING

Erbil Hills is more than a development—it is a statement. It showcases Iraq's ability to deliver transformative urban experiences and signals a bold aspiration. The project enhances Iraq's soft power by reinforcing themes of architectural innovation and quality of life, offering a tangible symbol of progress for international audiences. For regional neighbors and global investors alike, Erbil Hills stands as a compelling testament to the new Iraq—open, ambitious, and forward-looking.

Through this landmark initiative, the city of Erbil is positioned not only as a hub for tourism and investment but also as a model for integrated urban development in the Middle East. In doing so, Erbil Hills helps shape a new urban identity—one rooted in heritage, driven by excellence, and inspired by the future.

DIGITAL ECONOMY

Iraq has built growing momentum in strengthening its digital banking infrastructure and promoting financial inclusion, with the goal of establishing a robust, efficient, and transparent financial system aligned with global standards.

As part of its digital economy reforms, Iraq has steadily expanded digital banking services and mobile payment systems. A key milestone in this transformation was the partnership between Mastercard and the Central Bank of Iraq, representing a significant step toward aligning the country's financial ecosystem with international digital payment standards.

In 2024, the Iraqi government approved a groundbreaking Digital Payment Regulation, marking a significant milestone in the country's financial evolution. A core aspect of this regulation is its challenge to traditional cash-based transactions, encouraging businesses to adopt modern financial tools to combat illicit financial activities, reduce corruption, and foster an accountable financial ecosystem.

Qi Card

Guided by its vision of "a cashless Iraq," Qi Card has become a driving force in the country's transition toward a digital economy. Founded in 2007, the company pioneered biometric smart-card technology, enabling secure digital transactions and expanding financial access to more than 12 million citizens. Since introducing its co-branded Mastercard product in 2017, Qi Card has further strengthened Iraq's integration into the global payments ecosystem. Recognized internationally, the company received two awards from The Global Economics in 2022, underscoring its innovation and industry leadership.













A Powerhouse in Iraq's Business Landscape

As one of Iraq's most prominent corporate brands, Al Rida Investment Group has played a pivotal role in shaping the country's business and investment landscape. Founded in 1997 as a contracting and construction firm, the Group has grown into a heavyweight enterprise active in residential development, large-scale infrastructure, and industrial, financial, and health services across Iraq. Today, it employs over 800 specialists, led by local and international experts, and has created thousands of jobs and diverse investment opportunities. By partnering with leading regional and international engineering firms, Al Rida blends global best practices with its deep understanding of Iraq's business environment, legal frameworks, and investment climate—delivering projects that drive sustainable growth and modern development nationwide.

AL RIDA INVESTMENT

DIGITALIZATION

The Government of Iraq has launched an ambitious digital transformation agenda aimed at increasing efficiency in public administration. In 2025, it announced plans to establish either an independent authority or a dedicated ministry for digital transformation and cybersecurity within three years.









Digital Verification

The Government of Iraq has launched a National ID project to replace traditional document verification with real-time authentication. To advance digital governance, all ministries are now required to integrate their systems with the National Data Center, creating a unified administrative ecosystem.

Iraq Eye

The government launched the AI-powered 'Iraq Eye' app in partnership with the 911 Rapid Response Directorate to provide fast, secure access to emergency and public services.

911 Project

The 911 hotline serves as the backbone of Iraq's emergency response system, unifying operations across security and service divisions. It enables 24/7 citizen communication to report emergencies and suspicious activities, enhancing rapid response capabilities.

Cybersecurity Center

To safeguard sensitive data and digital services, Iraq has strengthened its cybersecurity framework. In 2025, the National Cybersecurity Centre was inaugurated under the Ministry of Interior to coordinate and strengthen national cyber defenses.

Digital Transformation Center

The Digital Transformation Center was inaugurated in 2025, marking an important step in Iraq's administrative modernization. Its automated system is designed to reduce paperwork and streamline processes in support of the government's reform agenda.













Pioneering Iraq's Economic Revival

Established in 1940 under the visionary leadership of the late Haji Noori Ayyed Al Handal, Al Handal International Group (HIG) has grown into one of Iraq's most prominent business brands. HIG's journey—from its beginnings in small and medium enterprises to becoming a diversified conglomerate with interests in banking, real estate development, agriculture, tourism, and hospitality—is a testament to its adaptability and strategic growth. Rooted in Iraq, the group has expanded its presence internationally, with operations in the United Arab Emirates, Japan, and Türkiye. Over the past four decades, HIG has played a leading role in shaping Iraq's business and investment landscape.

AL HANDAL INTERNATIONAL GROUP

TOURISM

Iraq’s tourism sector is undergoing a significant revival, marking a notable shift in the country’s broader economic diversification strategy. As the government seeks to reduce its dependence on oil revenues, tourism has emerged as a key pillar of Iraq’s development agenda—driven by rising visitor numbers, improved infrastructure, and increasing investor interest.

10 million Tourists

Iraq is working to broaden its tourism offering beyond religious pilgrimage by showcasing its archaeological sites, cultural heritage, and historic cities. Under its tourism development vision to 2035, the country aims to attract 10 million tourists to its archaeological and heritage sites. International travel exhibitions and partnerships with overseas tour operators support these efforts, while achieving the target will require investment in visitor infrastructure, workforce training, service quality, easier entry procedures, and sustained security.

6

Properties inscribed on the UNESCO World Heritage List

Over 10,000

Recorded archaeological sites

10%

Target contribution of tourism to GDP by 2035

1.5 million

Target for new tourism-related jobs by 2035



Pioneering Excellence in Global Travel and Tourism Solutions

Moonline has established itself as a prominent leader in the global travel industry, recognized for its innovation, exceptional service offerings, and unwavering commitment to excellence. As an IATA-accredited agency with operations in Iraq, Türkiye, Germany, and the UAE, the company leverages a strong international network and advanced technology to deliver seamless, high-quality travel experiences.

With ISO 9001:2015 and ISO 14001:2015 certifications, Moonline maintains rigorous standards of quality, sustainability, and operational integrity. From crafting tailored itineraries and securing exclusive offers to providing personalized booking solutions, the company consistently sets the standard for both individual and corporate clients.

Moonline's continued growth underscores its dedication to exceeding client expectations and driving forward innovation within the ever-evolving travel landscape.

MOONLINE

MILESTONES

Since its founding in 2010, Moonline has not merely kept pace with industry trends—it has consistently led the way. With a steadily growing presence across the Middle East and Europe, the company remains the trusted partner of choice for corporate clients and individual travelers alike, delivering premium, reliable travel solutions.







2010
Founded with a vision to revolutionize travel.

2011–2019
Appointed as the GSA for Hotelspro, Air Arabia, and EgyptAir, reinforcing Moonline's leadership in regional aviation and tourism. Additionally, secured exclusive representation for Galileo in the Kurdistan Region of Iraq and became the official Lufthansa City Center franchisee in Iraq.

2014
Expanded into Türkiye, Germany, and the UAE, marking the start of its international presence.

2019
Awarded Gold Sponsor status at ATM Dubai, affirming its leadership in the Middle East.

2021
Named Exclusive Sales Agent for the FIFA World Cup Qatar 2022, showcasing its capacity for large-scale global events.

2023
Secured the role of Exclusive Sales Agent for UEFA EURO 2024, cementing its global sports tourism expertise.



BRWA QADIR
CEO, Moonline

“At Moonline, we view travel not merely as a service, but as a transformative experience. From our roots in Iraq to our strategic expansion into Türkiye, Germany, and the UAE, we have consistently demonstrated our capacity for innovation and leadership.

Our mission is to redefine the global travel landscape through visionary solutions, exceptional customer service, and a strong commitment to sustainability. Driven by a pursuit of excellence, we believe every journey should be meaningful, seamless, and uniquely tailored to the individual. By leading in digital travel innovation and setting new benchmarks across specialized tourism segments, we continue to push the boundaries of what travel can be.”

GLOBAL PRESENCE

With over 350 employees worldwide, the company continues to connect regions while delivering world-class travel solutions.

IRAQ

As the company's birthplace, Iraq remains at the core of Moonline's operations. With over 350+ professionals based in Baghdad, Erbil, Slemani, Basra, Mosul, and Duhok, Moonline's strong presence ensures localized expertise and comprehensive service coverage across the country.

TURKIYE

Istanbul—a major hub for international tourism and business travel—serves as Moonline's strategic gateway to the European market.

GERMANY

Moonline's Frankfurt office delivers specialized services for corporate clients and international partners, offering tailored solutions that embody both precision and efficiency.

UAE

Operating from the iconic Opus building in Dubai, Moonline provides premium travel experiences with a focus on luxury tourism, corporate travel solutions, and the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector.







ENGAGEMENT IN GLOBAL EVENTS

In line with its strategic expansion, Moonline actively showcases its leadership and presence at many of the world's leading travel exhibitions. Participation in these prominent events continues to enhance its international network and reinforce its status as a top-tier company in the travel industry.

ITB Berlin

As one of the world's largest travel trade fairs, ITB Berlin has served as a valuable platform for Moonline to highlight its innovative travel solutions and strengthen its partnerships across Europe.

ATM Dubai

Moonline's participation in ATM Dubai has garnered industry recognition, including the prestigious Gold Sponsor Award, further cementing its leadership in the Middle East's competitive travel sector.

WTM London

Through active engagement with industry leaders and stakeholders at WTM London, Moonline has strengthened its position at the forefront of global tourism, unlocking new markets and broadening its international service portfolio.





PRODUCTS

Moonline consistently elevates the travel experience through a dynamic portfolio of innovative products and services tailored to meet the evolving needs of both individual travelers and corporate clients.

Babylon Booking

This cutting-edge B2B flight portal revolutionizes the booking process for travel agents and corporate clients. With a focus on simplicity and operational efficiency, Babylon Booking streamlines flight reservations, delivering a faster and more reliable experience across global markets.

Babylon Holiday

Designed to provide comprehensive leisure travel solutions, Babylon Holiday offers everything from hotel reservations and custom tours to ground transportation and curated activities. Backed by a worldwide network of 2.5 million travel professionals, it ensures a seamless, end-to-end holiday experience.

Bazzaar

As Iraq's leading e-commerce platform, Bazzaar transforms online shopping with a curated selection of high-quality brands and products. Known for its fast and dependable nationwide delivery, Bazzaar blends convenience and quality, redefining the standards of digital retail in the region.

Booking Advisors

This personalized travel planning service offers expertly crafted itineraries tailored to each traveler's unique preferences, schedule, and budget. From initial consultation to final booking, Booking Advisors ensures a smooth and customized journey every step of the way.

Visa Advisers

Navigating international travel documentation is made effortless with Visa Advisers. This service provides comprehensive visa support, from application guidance to document preparation, enabling travelers to secure the necessary visas efficiently and with confidence.







A FULL SPECTRUM OF SERVICES

Tailored for Every Traveler

Moonline recognizes that every journey is unique. That's why, with a client-centric approach, it offers a diverse portfolio of services tailored to meet the needs and expectations of every type of traveler—whether for business, luxury, adventure, or wellbeing.

Corporate Travel Management

Full-service corporate travel solutions cater to businesses of all sizes, delivering strategic event planning and cost-effective travel coordination that align with each organization's goals and budget.

Luxury Travel

For those seeking the extraordinary, Moonline provides high-end, bespoke services that include private jets, luxury villas, and tailored experiences, crafted to meet the refined tastes of elite travelers.

MICE Services

Moonline offers comprehensive Meetings, Incentives, Conferences, and Exhibitions (MICE) solutions that blend flawless logistics with creative execution, ensuring impactful and professionally managed corporate events.

VIP & Executive Travel

Moonline specializes in personalized travel services for executives and VIP clients, offering private transfers, premium accommodations, and dedicated concierge support for a truly seamless experience.

Adventure & Leisure Travel

From adrenaline-filled adventures to leisurely escapes, Moonline's custom itineraries and expert-guided tours provide unforgettable travel experiences designed around the interests and passions of each traveler.

Medical Tourism

Moonline facilitates access to top-tier healthcare destinations, offering complete logistical support and personalized care coordination to ensure a smooth medical travel journey.

Travel Risk Management

Moonline's end-to-end risk management services provide real-time monitoring, proactive planning, and responsive support to safeguard corporate travelers.

THE ROAD AHEAD

As Moonline embarks on the next phase of its journey, the company is committed to advancing its technological infrastructure, diversifying its service portfolio, and driving innovation to shape the future of travel. With a clear vision to lead the industry, Moonline aims to deliver seamless, meaningful experiences while setting new benchmarks in service quality and pursuing sustainable, long-term growth. Backed by strategic partnerships with global travel and technology providers—such as Amadeus, Lufthansa City Center, and Travelport—Moonline is well-positioned to stay ahead of evolving market trends and provide exceptional value, flexibility, and reliability to its clients.

ENERGY

Iraq holds the world's fifth-largest proven oil reserves and ranks 12th globally in proven natural gas reserves, highlighting its substantial energy potential.

GAS RESERVES

Proven natural gas reserves

131 trillion cubic feet

Iraq holds nearly 131 trillion cubic feet of proven natural gas reserves, making it the 12th largest in the world. Forecasts suggest that, with successful development of its natural gas sector, Iraq could not only meet domestic energy demands but also emerge as a key regional supplier.

ELECTRICITY

27,320 MW

production capacity

35,000 MW

required for uninterrupted 24-hour electricity

200 New Power Stations

A total of 200 electrical substations have been commissioned to strengthen transmission and distribution networks and ease bottlenecks in urban and rural areas.

70 Tirbunes

70 turbines and generators across 18 power plants have been upgraded, which collectively account for a production capacity of 7,500 MW.

OIL

Proven crude oil reserves

$123 billion barrels

Iraq has the world's fifth-largest proven oil reserves, accounting for approximately 12 percent of global reserves.

Crude oil production

4.3 million bpd

Iraq's crude oil production has exceeded 4.1 million bpd in 2025. The country aims to expand its production to 6 million bpd within the next five years.

Crude oil exports (2025)

3.3 million bpd

Iraq is the second-largest oil exporter in the Middle East after Saudi Arabia.



Long-Term Partner in Iraq's Strategic Infrastructure

ILF Consulting Engineers has been a trusted partner in Iraq for decades, delivering projects that strengthen the country's energy security, water resilience, and economic growth. Its sustained involvement in major initiatives reflects a deep commitment to Iraq's long-term development goals.

ILF CONSULTING ENGINEERS

Common Seawater Supply Project (CSSP)

The CSSP represents one of the region's most complex and strategic infrastructure efforts. ILF has supported CSSP since 2010, when it introduced the first technical concepts, and later delivered the FEED for the pipeline system. The ILF team provides full Project Management Consultancy services, including: engineering & construction supervision, FEED verification & interface management, environmental compliance, procurement & O&M support. This project is essential for maintaining reservoir pressure in Iraq's southern oil fields, once realized, will deliver up to 7.5 million barrels/day of treated seawater across a network of 900 km of pipeline. By using seawater instead of freshwater, CSSP also helps preserve scarce inland water resources, securing both energy production and environmental sustainability for Iraq.

Al-Basra Water Project

ILF is leading consultancy and design for one of the Middle East's largest desalination projects, which includes a reverse osmosis plant with total capacity of 1,000,000 m3/day, a drinking water transmission line of 150 km, and a captive power plant with total capacity of 300 MW. This initiative will provide safe drinking water to more than 4 million people in Basra and surrounding areas, improving public health, reducing waterborne diseases, and stabilizing living conditions. By ensuring a reliable water supply, the project also supports economic resilience and social stability in southern Iraq.

ILF is proud to be entrusted with the Project Development, Engineering, and Site Supervision Services for this flagship desalination initiative — a vital step toward strengthening water security and improving quality of life in southern Iraq.





Iraq–Turkiye Pipeline (ITP)

ILF's partnership with Iraq began in the 1970s with the design of the 990 km Iraq–Turkiye Pipeline, a vital export route for crude oil. This infrastructure has been instrumental in generating revenue for Iraq's economy and strengthening its role in global energy markets. The pipeline remains a cornerstone of Iraq's export capacity, reflecting ILF's long-standing contribution to the country's economic development.











Halfaya Project

The Halfaya Project is a greenfield oil field development in the Oil & Gas (sour) sector, with proven reserves of 4.1 billion barrels. The field is being developed in four phases, targeting a peak oil flow capacity of 535,000 barrels per day (bpd) in the final phase.

ILF Consulting Engineers provided Project Management Consultancy (PMC) services for the Halfaya Field Development, covering project and contract management, scheduling, cost control, quality and HSE oversight, procurement support, vendor inspection, and commissioning supervision. Its role also included basic and detailed design review, vendor vetting, operability checks, and construction/start-up assistance.

This project showcases ILF's capability to deliver integrated engineering solutions for complex oil and gas developments, strengthening its role as a trusted partner in Iraq's energy sector.







ILF COMMITMENT TO IRAQ

From pioneering CSSP to delivering essential water infrastructure and historic oil export routes, ILF's work goes beyond engineering. These projects collectively enhance Iraq's energy security, safeguard water resources, and create the foundation for sustainable growth. ILF's continued presence underscores a long-term partnership built on trust, technical excellence, and a shared vision for Iraq's future.

RENEWABLES

Iraq has set a clear and definitive target: to meet one-third of its electricity needs through renewable sources by 2030.

Eliminating Gas Flaring by 2028

Iraq aims to capture flared gas and convert it into electricity, reducing pollution while increasing power generation. Current progress includes a significant reduction in gas flaring, now down to **67%**, with projections to reach **80%** by the end of 2026 and achieve complete elimination by 2028.

12 GW of Solar Capacity by 2030

Iraq has set an ambitious target to deploy 12 GW of solar capacity by 2030, signaling a significant shift in its energy strategy. The government has already made considerable progress toward this goal by awarding contracts for projects expected to generate **7.5** GW of solar power, demonstrating a strong and growing pipeline of renewable energy initiatives.

1 GW Solar Plant

It also provides for the utilization of associated gas by rehabilitating and expanding facilities operated by the North Gas Company, aiming to produce 400 million standard cubic feet per day.



A Trusted Partner in Energy & Infrastructure

Founded in 2013, Hawax Corporation—recently renamed Masar Al-Tamkeen (MAT)—has emerged as one of the leading EPC (Engineering, Procurement & Construction) contractors and a trusted service partner to major oil and gas operators in the Kurdistan Region of Iraq. Headquartered in Erbil, Hawax-MAT combines deep local expertise with international standards to deliver high-quality solutions across every phase of energy and infrastructure projects. Supported by a multidisciplinary team, the company is well-positioned to execute complex projects while maintaining an unwavering commitment to safety, efficiency, and sustainability.

HAWAX CORPORATION

Hawax-MAT provides a comprehensive range of oil and gas services, covering the design, construction, and maintenance of petrochemical processing facilities, oil and water treatment plants, pipeline and distribution networks, storage farms, power generation systems, and substations. Beyond industrial infrastructure, the company also delivers essential support services—including camp provision, catering, and maintenance—to ensure smooth and reliable operations even in the most challenging environments.

Over 200 Major Projects and Counting

Since its inception, Hawax-MAT has successfully completed more than 200 major projects across Iraq—delivering turnkey solutions with precision, reliability, and a deep understanding of the local operating environment. This proven track record reinforces the company's reputation as a leading force in large-scale, high-stakes infrastructure development.

International Standards

Hawax-MAT is among the few local service providers that consistently meet the rigorous standards demanded by international clients.

The company is accredited with
ISO 9001:2015 (Quality Management)
ISO 14001 (Environmental Management)
ISO 45001 (Occupational Health & Safety)











NASHMIL RAHIMI
CEO, Hawax—Masar Al-Tamkeen

"By investing in local talent, promoting a culture of safety and excellence, and upholding the highest standards of environmental and social responsibility, we ensure that every project contributes to long-term prosperity—not only for our clients but for the country as a whole."

Hawax-MAT stands as one of the foremost brands at Iraq's engineering and logistics industry, built on a foundation of precision, reliability, and absolute compliance. Hawax-MAT delivers the critical infrastructure, fuel operations, and mechanical systems that keep complex missions moving—often in the most challenging environments.

Building on this core capability, Hawax-MAT operates confidently as both a prime contractor and trusted subcontractor, ensuring the uninterrupted flow of essential fuel products and services to major international partners, including U.S. government entities. Its diverse portfolio spans the construction of oil facilities, desalter units, crude-oil pipelines, flare systems, full mechanical packages, and the sourcing and transport of premium fuels such as Jet A-1, JP8, EN590/ULSD, and other high-spec energy products.

This operational breadth is reinforced by Hawax-MAT's unwavering commitment to EU and U.S. standards, enabling the company to navigate complex global regulations with flawless precision. Every project is delivered with integrity, sustainability, and disciplined technical excellence—principles that define Hawax-MAT's reputation in the marketplace.

Guiding this momentum is CEO Nashmil Rahimi, whose leadership has positioned Hawax-MAT as a national trailblazer. Under her direction, the company became one of the first companies from the Kurdistan Region to operate seamlessly across Iraq and secured a federal import license—an achievement that underscores its credibility and capabilities. With headquarters in Erbil and expanding offices in Baghdad and Dubai, Hawax-MAT continues to amplify its reach and deepen its impact.

In a sector where trust is earned through performance, Hawax-MAT is redefining what an Iraqi engineering and logistics company can achieve—setting new standards, strengthening industry capabilities, and delivering reliable solutions where they matter most.







THE PATH FORWARD

Hawax—Masar Al-Tamkeen's growth journey, rooted in strong local leadership and aligned with international standards, has firmly established the company as a trusted partner in Iraq's energy sector. Looking ahead, the company remains focused on a clear vision: expanding its operational footprint, enhancing its technical capabilities, and diversifying its service portfolio to meet the evolving needs of public and private sector clients. Whether through next-generation energy solutions, sustainable infrastructure, or advanced support services, Hawax-MAT is committed to staying ahead of industry demands and consistently exceeding client expectations.

CLIMATE ACTION

Recognizing the pressing environmental challenges facing Iraq, the government has introduced a range of comprehensive initiatives and policy reforms focused on the sustainable management of water resources, accelerated reforestation, emission reduction, and combating pollution.

Green Industry Initiative

In 2025, the Central Bank of Iraq (CBI) launched the Green Industry Initiative to promote clean energy solutions, in line with the environmental policies of central banks worldwide. As part of this initiative, the CBI offers low-interest loans of up to 500 million dinars per local brick factory—through licensed Iraqi banks—to support their transition from high-pollution black oil to cleaner liquefied petroleum gas.

Environmental Protection Fund

To combat air pollution and address climate-related challenges, the CBI is allocating 1 billion dinars to the Environmental Protection and Improvement Fund to help the industrial sector reduce its environmental footprint and advance sustainability efforts.

BP IN IRAQ

BP finalized a landmark agreement with the Government of Iraq to redevelop several major oil and gas fields in the Kirkuk region, marking a significant milestone in the country's energy sector. The agreement is expected to bring substantial economic benefits to Iraq's Kirkuk region, including job creation, enhancements to local supply chains, and broader economic growth.

420,000 barrels per day

The agreement outlines a comprehensive plan to upgrade these fields, with the goal of maximizing hydrocarbon recovery and increasing crude oil production to a peak target of 420,000 barrels per day.

400-megawatt power plant

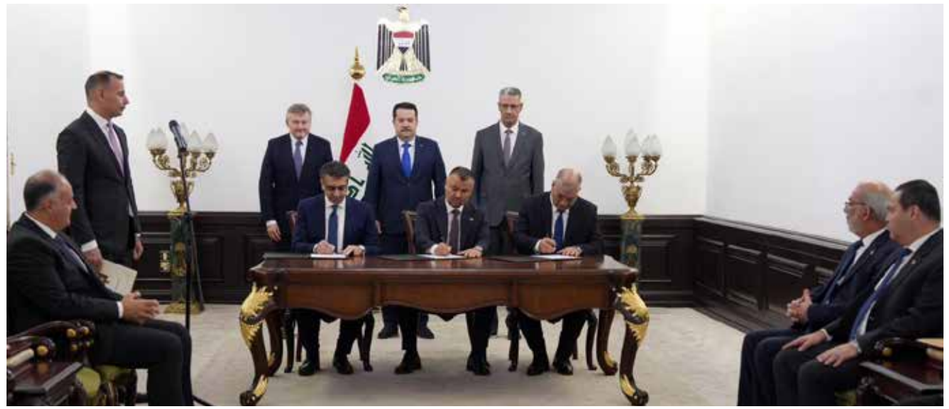
The project includes the construction of a 400-megawatt power plant to help meet the country's electricity demands.

400 million standard cubic feet per day

It also provides for the utilization of associated gas by rehabilitating and expanding facilities operated by the North Gas Company, aiming to produce 400 million standard cubic feet per day.

20 billion barrels

The initial phase aims to produce over three billion barrels of oil equivalent, while the broader resource potential within the contract area is estimated at up to 20 billion barrels.



"One of the most important transactions BP has done in 20 years."

Murray Auchincloss
CEO, BP

BAGHDAD SUSTAINABLE FORESTS
A GREEN SANCTUARY

The Largest Urban Forest in Iraq

Covering over 12 million square meters, this groundbreaking project marks the largest urban forest in Iraq.

One Million Trees

With one million mature trees distributed across 28 forests, the initiative introduces a variety of eco-friendly activities and landscapes, contributing to a healthier urban environment.

80,000 Job Opportunities

Beyond its environmental impact, the project is expected to provide 80,000 job opportunities, stimulating economic growth and reinforcing Iraq's commitment to sustainable development.









TOTALENERGIES IN IRAQ

TotalEnergies has launched a series of strategic projects in Iraq to strengthen the country's energy infrastructure and advance its sustainability goals. In 2021, the company signed a landmark $27 billion agreement with the Government of Iraq to implement four major energy projects. At the heart of this agreement is the Gas Growth Integrated Project (GGIP), a comprehensive initiative designed to harness Iraq's natural gas resources and improve its electricity supply.

50 million cubic feet per day

The ArtawiGas25 project represents a significant $250 million investment by TotalEnergies, designed to reduce gas flaring and strengthen Iraq's energy security. The project will process 50 million cubic feet per day of associated gas from the Ratawi field, which was previously flared, and redirect it to local power plants—providing electricity to approximately 200,000 households in Basra.

1-gigawatt solar power

As part of its commitment to renewable energy, TotalEnergies is developing a **1-gigawatt solar power** plant in Iraq. Planned in phases between 2025 and 2027, the plant is expected to supply electricity to approximately **350,000 homes** and prevent **2 million tons of CO_2 emissions** annually in the Basra region—substantially contributing to Iraq's renewable energy capacity.

5 million barrels of water per day

TotalEnergies' Common Seawater Supply Project includes the construction of a seawater treatment facility situated between the ports of Khor Zubair and Umm Qasr. In its initial phase, the plant will have the capacity to treat **5 million barrels of water per day.** By replacing the current reliance on freshwater sources from rivers and groundwater, the project will help alleviate water scarcity in the region, making an additional **250,000 cubic meters of freshwater** available daily for irrigation and local agricultural use.

DEVELOPMENT ROAD PROJECT
REDEFINING FREIGHT LOGISTICS BETWEEN ASIA AND EUROPE



The Development Road Project — the most ambitious infrastructure initiative in Iraq's history — seeks to transform the country into a vital transport and logistics hub, connecting Asia and Europe via a 1,200 km integrated corridor.

Strategic Vision

The Development Road Project seeks to redefine global freight routes by offering a faster and more efficient alternative to the Suez Canal. By linking Asia to Europe via the Grand Faw Port in southern Iraq and extending through Türkiye, the project is set to significantly reduce travel time and transportation costs. This new corridor will position Iraq as a key global logistics hub and enhance its regional strategic importance.

Total investment

$17 billion

Allocated for highways

$6.5 billion

Allocated for the electrified railway

$10.5 billion

Integrated road and rail corridor bridging Asia and Europe

1,200-kilometer

GRAND FAW PORT

At the heart of the Development Road Project lies the Grand Faw Port, a massive maritime facility poised to become the largest port in the Middle East.













3.5 million containers

Scheduled for partial completion by 2028, the port is expected to handle up to 3.5 million containers at full capacity and accommodate the world's largest container ships. Subsequent phases of the project are scheduled for completion by 2033 and 2050.



Local Production. Global Standards.

Turkish ceramic giant Kaleseramik has taken a significant step toward expanding its global footprint by launching local production in Iraq under its Kalebodur brand. In May 2024, Kalebodur Iraq officially commenced operations at its newly established facility in the Daraman Industrial Area of Kirkuk, managed through its Iraqi subsidiary, Al-Sadaf Ceramic and Porcelain Tiles.

KALEBODUR









TUĞRUL SELVI
General Manager, Kale Iraq

“

Kalebodur has become the brand of choice for architects and designers worldwide, offering elegant, high-quality ceramic and porcelain tile solutions tailored to the demands of contemporary construction. Today, we bring this legacy of innovation and craftsmanship to Iraq.

”

With a daily production capacity of 7,000 m^2 of matte and glossy porcelain slabs, Kalebodur's Kirkuk factory represents a major milestone in the company's regional growth strategy. The facility will initially focus on producing eight porcelain tile series, tailored to local preferences and offered in the highly demanded sizes of 60x120 cm and 60x60 cm. Its current annual capacity stands at 2.5 million m^2, with plans to scale up to 7 million m^2 to meet the increasing demand in the Iraqi market.

This strategic investment not only reinforces Kalebodur's regional presence but also aims to boost brand visibility within Iraq's rapidly growing construction sector. The company anticipates annual net sales of approximately $14 million from the new Kirkuk facility, which will also support exports through a combined offering of locally manufactured products and imports from Türkiye.









THE PROSPECTS

Kalebodur's entry into the Iraqi market marks the beginning of a new chapter in its regional growth story. This milestone builds on the strong foundation established by Kaleseramik's operations in Iraq, where its affiliate company, Kalekim, has long held a leading position in the building chemicals sector. With the introduction of Kalebodur, the group aims to elevate ceramic and porcelain tile manufacturing in Iraq—delivering cutting-edge design, technical excellence, and high-performance solutions tailored to the country's flagship construction projects.

Kalebodur's expansion reflects a long-term vision rooted in localization, value-added production, and sustainable development. By investing in Iraq's industrial landscape, the company not only reinforces its market presence but also contributes to the enhancement of the country's manufacturing capabilities.

HUMAN CAPITAL

Young, resilient, and remarkably capable, Iraq's human capital is not only its backbone but also its greatest promise for the future.

In nation branding, few elements are as vital and transformative as human capital. Iraq—a country often portrayed through the lens of past conflicts or its abundant natural resources—holds an even more valuable asset within its borders: its human capital. Young, resilient, and remarkably capable, Iraq's human capital is not only its backbone but also its greatest promise for the future.

With over 35.9% of its population under the age of 14, Iraq is poised to harness a powerful demographic advantage. If empowered with the right education, opportunities, and platforms, this youth bulge could fuel a new era of innovation, entrepreneurship, and global engagement. Iraqi doctors, engineers, academics, artists, and tech talents have made their mark across the world—even amidst adversity—offering a glimpse of what's possible when potential is met with support and vision.

This chapter explores Iraq's workforce dynamics, leading educational institutions, and the broader education ecosystem. Most importantly, it highlights the stories of Iraqis who defy stereotypes, build bridges, and prove that the nation's true wealth lies not beneath its soil, but within the minds of its people.

As we reimagine Iraq's place on the world stage, we must recognize that its human capital is not merely a component of its brand—it is the foundation upon which a new Iraq can be built.



The Brand of Turkish Maarif Foundation

Established in 2016, the Turkish Maarif Foundation (TMF) operates in 64 countries through its International Maarif Schools. With a global network of over 500 institutions—including two universities and 58 dormitories—TMF provides high-quality education to nearly 70,000 students. As a non-profit public foundation, it promotes modern, technology-driven learning while respecting local cultures and values in full compliance with each host country's laws. Guided by a commitment to excellence and shared human values, TMF nurtures knowledgeable, virtuous, and globally minded generations worldwide.

INTERNATIONAL MAARIF SCHOOLS

TURKISH MAARIF FOUNDATION

Established under Law No. 6721 on June 17, 2016, the Turkish Maarif Foundation is the only institution authorized to conduct educational activities abroad on behalf of the Republic of Türkiye.

Mission

To nurture virtuous individuals inspired by humanity's shared heritage and the wisdom tradition of Anatolia.

Vision

To be a leading and trusted educational institution providing high-quality education worldwide.

Values

Trust, Cooperation and Solidarity, Transparency, Merit, Inclusiveness, Respect, Universality, Compassion, Sustainability, Scientific Integrity, Quality

FIELDS OF ACTIVITY

Education and Training

Turkish Maarif Foundation establishes educational institutions at all levels—from preschool to higher education—and operates courses, study centers, and cultural centers that support lifelong learning and personal development.

Educational Support

With educational institutions across diverse cultures, the Turkish Maarif Foundation draws its strength from an approach that values cultural sensitivity and inclusiveness. Through its Career Guidance and Tracking System, it supports students in shaping their future paths, while providing dormitories and residences for students and staff, along with scholarships for outstanding achievers.







TURKISH LANGUAGE EDUCATION AT MAARIF SCHOOLS

Embracing a multidimensional approach to education, Turkish Maarif Foundation aims to foster students' academic growth through the development of knowledge, skills, attitudes, and values. At the same time, it places strong emphasis on teaching the Turkish language as a means to strengthen and deepen bridges of friendship between Türkiye and the world.

PUBLICATIONS AND EDUCATIONAL MATERIALS

Turkish Maarif Foundation develops, produces, and publishes educational content and materials to support its academic mission. It conducts scientific research on teaching methods, curricula, and learning content; issues periodical and non-periodical publications; organizes symposiums, conferences, and workshops; and collaborates closely with relevant institutions worldwide.



ISTANBUL EDUCATION SUMMIT

Istanbul Education Summit is an international platform that convenes experts to explore future educational perspectives, theoretical approaches, and practical solutions. It fosters the exchange of global experiences and innovative ideas, attracting strong participation from educators and thought leaders worldwide each year.

TURKISH MAARIF FOUNDATION



64
Countries Where Education is Provided

70.000+
Number of Students

583
Number of Educational Institutions

108
Total Number of Countries with Official Contacts











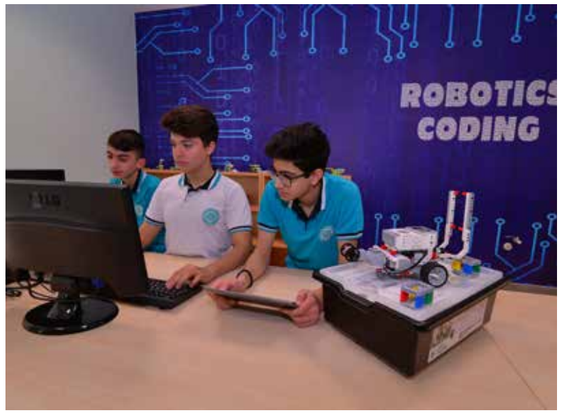
TURKISH MAARIF FOUNDATION IN IRAQ

TMF began its operations in Iraq in 2017 and has since expanded rapidly, delivering high-quality education through its network of International Maarif Schools. Today, the Foundation proudly operates four campuses and twenty-one schools across Erbil, Baghdad, and Kirkuk, offering education from kindergarten to high school. Each campus is designed to foster academic excellence and holistic development, featuring modern science and ICT laboratories, art and music studios, libraries, and sports facilities that cultivate creativity and innovation.

ACADEMIC EXCELLENCE

Maarif students in Iraq continue to achieve exceptional academic results. In the 2023–2024 academic year, they ranked among the nation's top performers, including securing first place in Iraq's university entrance examination—a testament to the dedication, quality, and excellence of Maarif education.

















The International Maarif School – Erbil

Founded in 2018, the International Maarif School – Erbil is the city's first IB World School to offer KG, PYP, MYP, DP, and HS programs under one roof. It provides families with a seamless international education in a trusted, values-based environment dedicated to academic excellence and personal growth.

Maarif Schools – Baghdad

Established in 2019, the Maarif Schools – Baghdad operate two campuses in Zayouna and Mansour, offering education from kindergarten to high school. The schools provide a rich international learning experience rooted in moral and cultural values, distinguished by their commitment to academic excellence, character development, and a nurturing environment that inspires lifelong learning.

Maarif Schools – Kirkuk

Opened in October 2021, the Maarif Schools – Kirkuk offer education from kindergarten to middle school. The school continues to grow steadily, expanding its academic programs while upholding its mission to nurture globally minded, ethical, and responsible individuals in a safe and inspiring learning environment.






















INSPIRING MINDS. SHAPING FUTURES.

Rooted in values and driven by knowledge, Maarif empowers the global citizens of tomorrow. Together, we learn beyond borders — where education becomes a lifelong journey. Guided by the vision of “Leading Education Beyond Borders,” the Turkish Maarif Foundation continues to inspire global citizens and strengthen the educational bridge between Türkiye and Iraq. At Maarif, education goes beyond academics — it shapes leaders, nurtures values, and builds a brighter future.

EDUCATION

Recognizing human capital as a cornerstone of national progress, Iraq Vision 2030 places strong emphasis on strengthening the country's educational infrastructure and equipping the younger generation with the skills and tools essential for success in a future-oriented job market.

85%

Literacy Rate

93%

Primary Education Enrollment Rate

790

New schools had been opened by late 2024.

1,000 Model Schools

To address a nationwide shortage of schools, the Iraqi government launched a major school construction programme. A total of 790 new schools have opened as part of a planned 1,000-school programme. Separately, the Iraq Development Fund is working with private-sector partners to build an additional 600 schools.

ITALEEM

Launched by Iraq's Ministry of Education in partnership with the European Union, UNESCO, and UNICEF, the ITALEEM programme is a landmark initiative aimed at ensuring inclusive, equitable, and high-quality education for all Iraqi children. By strengthening the Ministry's institutional capacity, ITALEEM will support more than 100,000 teachers and benefit over 30,000 schools nationwide. Ultimately, it seeks to raise the overall quality of education in Iraq, reaching more than 10 million students across the country.



20 Years of Educational Excellence in Iraq

For nearly two decades, SABIS® has been a cornerstone of the educational landscape in the Kurdistan Region of Iraq (KRI), bringing a 140-year global legacy to local communities. The SABIS® journey in the region began in 2006, and since then, SABIS® has been committed to empowering future generations with the knowledge, resilience, and skills needed to thrive in a competitive world.

This year, SABIS® proudly celebrates a major milestone: the 20th anniversary of their flagship school, The International School of Choueifat – Erbil (ISC-Erbil). Founded in 2006 with just 200 students, ISC-Erbil has grown into a thriving educational community with over 2,000 students. For two decades, the school has stood as a beacon of academic excellence in the region, providing world-class education and essential life skills for university and beyond. As they celebrate this anniversary, SABIS® reflects on a legacy of empowering students with global readiness and a passion for lifelong learning.

SABIS®

A JOURNEY OF GROWTH:
THE SABIS® FOOTPRINT and MILESTONES IN IRAQ

The SABIS® journey in Iraq is a story of continuous growth and commitment that began two decades ago. This timeline highlights their expanding footprint of nine schools and key milestones that have shaped the educational landscape across the country.

2006: Laying the Foundation in the KRI

The SABIS® journey began with the establishment of The International School of Choueifat – Erbil (ISC-Erbil), welcoming just 200 learners. Today, that number has grown tenfold to over 2,000, shaping the leaders of tomorrow.

2009 & 2012: Expanding the ISC Brand in the KRI

Building on their initial success, SABIS® established The International School of Choueifat – Sulaimani in 2009, which has since moved to a state-of-the-art campus in 2024. In 2012, they further strengthened their presence in Erbil with the opening of The International School of Choueifat – Dream City, now providing high-quality education to over 560 students in their foundational early years.



ISC—Sulaimani





2015 & Beyond: A Modern Vision for Iraq's Urban Centers

In 2015, SABIS® launched the CADMUS® International School brand, designed to bring their world-class educational system to more families in modern, purpose-built campuses. This vision was first realized in 2018 with a global milestone: the opening of CADMUS® International School – Duhok. The expansion continued across the country with three state-of-the-art campuses in Iraq—CADMUS® Iraq Gate (Baghdad), CADMUS® Al Nakheel (Baghdad), and the newest campus in southern Iraq, CADMUS® Basra. The network also opened CADMUS® International School – Erbil in September 2023.

2022 & 2023: Investing Beyond the Classroom

SABIS®'s commitment to student development expanded with the launch of the SABIS® Sporting Club in 2022 and the SABIS® Academy for sports and arts in the region in 2023. These initiatives provide professional training and competitive opportunities for the entire community.

A Unique Partnership: Meltho International School

As part of their footprint, they also manage Meltho International School, a unique institution that blends a strong academic program with the preservation of cultural heritage.

TODAY: A Thriving Educational Force

From a start with 200 students, the SABIS® Network in Iraq has become a thriving educational force, growing to nearly 7,000 students and graduating more than 700 students to date.



A PROVEN TRACK RECORD OF ACADEMIC LEADERSHIP

A key pillar of the SABIS® reputation is its outstanding academic results. SABIS® schools are internationally accredited by prestigious bodies like Accreditation International (Ai), the Middle States Association of Colleges and Schools (MSA), and the National Council for Private Schools Association (NCPSA), ensuring the SABIS® diploma is recognized by top universities worldwide.

Through a non-selective admissions process, SABIS® students consistently outperform global averages on a wide variety of international exams, including the AP®, SAT, and IGCSE, securing admission to the world's most competitive universities and setting a new benchmark for academic excellence in the region.

University Acceptances

20 Different Countries / **91** Universities / **400+** Acceptances

AP® Exam Results
SABIS® School in the KRI Averages

Biology	**3.90**
Calculus AB	**4.34**
Calculus BC	**4.70**
Chemistry	**4.17**
AP® History	**4.50**
AP® Macro	**4.60**
AP® Physics	**3.40**
AP® Mechanics	**3.90**
AP® Psychology	**3.53**

PREPARING THE NEXT GENERATION OF LEADERS

Beyond academics, SABIS® focuses on building character and real-world skills through unique programs:

The SABIS® Student Life Organization (SLO)
A student-led mini-society where students manage school activities, developing essential skills like leadership, teamwork, and problem-solving.

The School to Life Program
Connects senior students with internships at reputable companies, giving them invaluable experience in project management, communication, and decision-making.

SABIS® Academy and Sporting Club
Launched in the region, these initiatives nurture talent in sports and arts. The Academy aims to create a direct pathway for young athletes to join the Sporting Club and compete with professional players at the national level in Iraq.

VOICES OF SABIS® ALUMNI

The impact of the SABIS® educational approach is best told by their graduates from ISC-Erbil, who reflect on how their experience shaped their futures.

"A life-changing experience... prepared me for life after graduation [and] shaped my character." – Rahmah Nihad Abdulqader, Class of 2018

"My accomplishments are the ultimate proof that the SABIS® curriculum... is effective... [it] enabled me to discover... my potential." – Dween Muzahir Pirasali, Class of 2017

"...the foundation of my career... built on the fundamental knowledge I gained at ISC-Erbil." – Ramyar Sherwan Hussein, Class of 2016

"It helped me believe in myself, set high goals, and build dreams with the tools to achieve them." – Azheen Mustafa, Class of 2014

A CLOSE LOOK AT CADMUS®
A Modern Educational Vision for Iraq

In 2015, SABIS® launched CADMUS® International Schools. These purpose-built, modern campuses were designed to bring the SABIS® Educational System into urban centers, making it accessible to more families. They also bring a fresh identity that reflects the aspirations of today's learners and the dynamic environments in which they live. In Iraq, CADMUS® schools are shaping the future of education:

CADMUS® International School – Iraq Gate (Baghdad)

A modern campus where students learn in an environment built for creativity, collaboration, and achievement. The curriculum is supported by technology and enriched by a vibrant student life.



CADMUS® International School – Iraq Gate (Baghdad)

CADMUS® International School – Al Nakheel (Baghdad)

A school that places student empowerment at its core. CADMUS® Al Nakheel nurtures curiosity and confidence and helps students grow into independent thinkers and responsible citizens.



CADMUS® International School – Al Nakheel (Baghdad)

CADMUS® International School – Duhok

Founded in 2018, CADMUS® Duhok is the first CADMUS® school to open in the SABIS® Network. It combines the SABIS® system with a student-centered approach.



CADMUS® International School – Duhok



CADMUS® International School – Erbil



CADMUS® International School – Basra

CADMUS® International School – Erbil

CADMUS® Erbil is the third CADMUS® school to open in Iraq and the second within the KRI. The school officially opened its doors in September 2023, offering students in and around Erbil a high-quality international education that balances academics, life preparation, and self-development.

CADMUS® International School – Basra

Serving families in southern Iraq, CADMUS® Basra is the newest CADMUS® school in Iraq and offers a nurturing setting where students are encouraged to aim high and work hard, supported by a strong commitment to excellence and innovation.

HIGHER EDUCATION

Higher education in Iraq is not merely an academic pursuit—it is a cornerstone of nation-building. As of 2025, the country's higher education sector comprises 40 public and 66 private universities. In recent years, Iraqi universities have been investing in infrastructure, strengthening international collaborations, expanding research funding, and aligning curricula with labor market needs to restore Iraq's historical standing as one of the Arab world's leading centers of academic excellence.

Bologna Process Adoption

In 2023, Iraq's Ministry of Higher Education and Scientific Research announced the adoption of the Bologna Process across all universities, aiming to improve the quality and international compatibility of higher education.

106
Total Universities

134,368
Total Graduates

45%
Female Students

Iraq's Academic Pillar

Established in 1957, the University of Baghdad is Iraq's oldest and largest higher education institution, playing a vital role in shaping the nation's intellectual and professional spheres. With 6 campuses, 24 colleges, and over 100 departments covering disciplines from medicine and engineering to law and fine arts, it stands as a hub of academic excellence. Today, the university serves more than 77,000 undergraduate and postgraduate students, producing generations of leaders and professionals.

In the latest QS World University Rankings, the University of Baghdad advanced to the 741–750 global bracket, reaffirming its status as Iraq's top university. Among nine Iraqi institutions ranked, it excelled in key areas, including a global rank of 545th in International Research Network, 134th in Employment Outcomes, and 330th in Employer Reputation—demonstrating its commitment to academic advancement.

UNIVERSITY OF BAGHDAD



CAPACITY BUILDING

5,000 Students

Launched under the framework of the National Strategy for Education 2022–2030, the scholarship program envisions sending 5,000 students to top-tier international institutions. Its overarching goal is to cultivate a new generation of highly qualified professionals capable of strengthening Iraqi institutions and addressing the country's developmental needs across critical sectors.

Iraq achieved a significant milestone in its educational transformation with the successful completion of the first phase of its ambitious international scholarship program in 2024. A total of 400 students were sent to prestigious universities worldwide to study a wide range of scientific and technical disciplines. This initiative is a cornerstone of Iraq's broader vision to strengthen its human capital in line with global standards.

AMERICAN UNIVERSITY OF IRAQ – BAGHDAD

Inspiring Leaders on a Global Level

The American University of Iraq – Baghdad (AUIB) is a pioneering non-profit institution that has pursued a bold vision of academic excellence since welcoming its first students in February 2021. Through partnerships with prestigious international universities, AUIB ensures its curriculum and research initiatives align with global standards, equipping students with the skills needed to thrive in an increasingly dynamic world. With over 1,600 students enrolled across its diverse colleges—Arts & Sciences, Business, International Studies, Dentistry, Education and Human Development, Engineering, Healthcare, Law, and Pharmacy—AUIB has quickly emerged as one of Iraq's leading research universities. Representing a new era in Iraqi higher education, AUIB blends Baghdad's rich intellectual heritage with innovative academic models, fostering critical thinkers and future leaders dedicated to advancing Iraq's research capacity, leadership development, and economic growth.







AI EDUCATION

Iraq is embarking on a transformative journey to modernize its national education system by integrating AI-focused subjects into the curriculum across all educational levels. This initiative aims to develop problem-solving skills and digital literacy among students, preparing them for the demands of a future-oriented job market.

Higher Committee for Artificial Intelligence

The establishment of the Higher Committee for Artificial Intelligence marks a key milestone in Iraq's digital transformation. This national body is tasked with overseeing AI development and its integration into the education sector. It is responsible for attracting local and international talent, fostering AI competencies, and ensuring that implementation aligns with global best practices.

100 Digital Leaders

As part of its initial phase, the Higher Committee will train 100 digital leaders, equipping them with cutting-edge expertise to champion AI literacy and drive innovation in schools.

AI Clubs

Three AI clubs will be launched to introduce AI education at the grassroots level, nurturing early interest and engagement among students.

UNIVERSITY OF BASRA

Empowering Human Capital in Southern Iraq

Established in 1964, the University of Basrah is one of Iraq's largest and oldest universities, serving as a cornerstone of higher education and human capacity development in the country's southern region. Today, it comprises 21 colleges with 83 scientific departments, supported by 4,536 teaching staff, and serves a student body of 99,751 undergraduates. The university also features nine dedicated research centers and operates across five main campuses, offering advanced programs in fields ranging from engineering and medicine to marine sciences and agriculture—disciplines essential to Iraq's economic diversification and sustainable growth.





CULTURE

Known as the "Cradle of Civilization," Iraq’s cultural identity is among the oldest and richest in the world. This deep cultural reservoir stands as one of Iraq’s most authentic and powerful assets in shaping its national brand.

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Culture is the soul of a nation—and for Iraq, that soul runs deep. Known as the "Cradle of Civilization," Iraq’s cultural identity is among the oldest and richest in the world. From the revolutionary advances of ancient Mesopotamia to the poetic spirit of its people, the land of Iraq has profoundly shaped the course of human history. This deep cultural reservoir stands as one of Iraq’s most authentic and powerful assets in shaping its national brand.

Yet for decades, Iraq’s global image has been overshadowed by conflict and geopolitics. In international media, headlines have too often reduced this storied land to scenes of war or oil fields, neglecting its vast artistic, intellectual, and cultural heritage. One of the goals of this chapter—and indeed this book—is to change that narrative. It is time to reintroduce Iraq to the world, especially to Generation Z.

Thanks to improving security conditions, a quiet cultural renaissance is unfolding across the country. Art galleries are emerging in Baghdad and Basra. Contemporary Iraqi fashion designers and athletes are gaining both regional and international recognition. Musicians, filmmakers, and writers are reclaiming their voices. Cultural institutions—from heritage museums to new digital media platforms—are working to preserve and share Iraq’s story in fresh and dynamic ways.

In this chapter, we invite readers to view Iraq not merely as a land of the past, but as a nation whose rich cultural heritage is shaping a bold new identity—one that is capturing international attention.















Iraq National Museum

Recognized as one of the most important museums in the world, the Iraq Museum plays a pivotal role in promoting Iraq’s nation brand by embodying the country's profound historical and cultural legacy.

The Iraq National Museum is the soul of a civilization and a cornerstone of Iraq’s national identity, showcasing the country’s enduring legacy as the birthplace of human history and culture. Through its vast collection of artifacts from the Sumerian, Akkadian, Babylonian, and Assyrian civilizations, the museum positions Iraq as a cultural beacon of global significance.

In a world where nations compete to define themselves through heritage and identity, the Iraq Museum reinforces Iraq’s unique place in human history—as the home of the first cities, legal codes, and written language.

Basra Museum
A Powerful Symbol of Iraq's Cultural Heritage

Following an extensive rehabilitation, the Basra Museum reopened to the public in March 2019 with three new galleries—Babylon, Sumer, and Assyrian—highlighting Iraq's pivotal role in the evolution of human civilization.

Transformed into a vibrant cultural institution, the museum celebrates Iraq's ancient civilizations while showcasing the country's rich archaeological and historical legacy. Its diverse collection features artifacts from the Mesopotamian, Babylonian, Persian, and Assyrian eras, alongside exhibits dedicated to the unique history of the city of Basra. With the support of the Iraq Museum and international partners, thousands of artifacts—some dating back as far as 6000 BCE—have been restored to public view in the southern province. Complementing its exhibitions, the museum also houses an extensive library—funded by the British Institute for the Study of Iraq—that reinforces its role as a center for heritage preservation.











Nasiriyah Museum

Reopened in 2015, the Nasiriyah Museum is dedicated to preserving the region's rich cultural heritage. Originally established in 1969 by the Portuguese Gulbenkian Company, the museum is located near the banks of the Euphrates River and features 14 exhibition halls across two floors, along with a library. Its extensive collection spans several historical periods, showcasing artifacts from the Sumerian, Assyrian, Babylonian, and Abbasid eras.

Khidr Elias Feast

Recognizing its cultural and social significance, UNESCO has inscribed the Khidr Elias feast on its Intangible Cultural Heritage list, affirming its role in preserving Iraq's rich and diverse heritage.









Every February, the Al-Khidr Shrine along the Tigris River in Baghdad comes alive with vibrant celebrations during the Khidr Elias feast—a cherished spiritual tradition observed by communities of various faiths in Iraq. This annual event honors Al-Khidr (or Khidr Elias), a revered figure symbolizing eternal life, guidance, and healing. Marked by rituals, prayers, and offerings, the feast fosters a deep sense of unity and peace among Iraqis.



Date Palm
Iraq's Intangible Cultural Heritage

Iraq is widely recognized as the cradle of date palm cultivation, with historical references dating back over 6,000 years.

The date palm is a key element of Iraq's intangible cultural heritage, with historical records tracing its cultivation back over 6,000 years. It held a revered place in ancient Sumerian, Babylonian, and Assyrian art and literature, often depicted as a sacred, life-giving tree. Although Iraq was once the world's leading exporter of dates, the industry has suffered from years of conflict and neglect. Nevertheless, it remains a vital part of the nation's cultural and economic identity. Beyond its agricultural importance, the date palm symbolizes hospitality, resilience, and sustenance—deeply woven into the fabric of Iraqi life.

Sports

Sport has emerged as a dynamic pillar of Iraq's nation branding efforts, reflecting the country's ambition to strengthen its presence on the global stage.

As part of its national branding strategy, the Iraqi government has, in recent years, expanded investment in sports infrastructure and talent development. A flagship initiative is the Olympic Champion Project, launched to prepare elite athletes for the 2028 and 2032 Olympic Games. While football remains the country's most popular sport, growing interest in wrestling, weightlifting, athletics, and martial arts reflects Iraq's commitment to cultivating a more diverse and competitive sports sector.

















25th ARABIAN GULF CUP

A Historic Triumph

A landmark moment for Iraq's sports diplomacy was the successful hosting of the 25th Arabian Gulf Cup in Basra in 2023. The tournament's success marked a major milestone, showcasing Iraq's ability to host major international sporting events after decades of conflict and isolation.

Iraq's national football team achieved a historic triumph by winning the Gulf Cup for the first time since 1988. The victory sparked nationwide celebrations, uniting Iraqis across regions and communities in a shared moment of pride and joy.

The achievements of Iraqi athletes in recent years have fostered national pride and strengthened the country's image on the international stage. Below are some athletes who play a vital role in advancing Iraq's nation branding efforts through sports.



NAJLA IMAD LAFTA

Najla Imad etched her name in history by winning a gold medal in table tennis at the 2024 Paris Paralympic Games, becoming the first Iraqi woman to achieve this feat in an international competition. Her victory marked Iraq's first-ever gold in table tennis and a major milestone for women's sports in the country. Prior to her groundbreaking success in Paris, Najla represented Iraq at the Tokyo Paralympic Games in 2021 and went on to win gold at the 2022 Asian Para Games in China.



MARYAM ABDULELAH

A four-time national champion, Maryam Abdulhameed is one of Iraq's most accomplished high jump athletes. Her international career began with a gold medal at the 2017 Asian Youth Athletics Championships, followed by another gold at the 2018 Asian U20 Athletics Championships with a jump of 1.80 meters. In 2023, she earned a bronze medal at the Arab Athletics Championships, and in 2024, she claimed gold at the West Asian Championships.



QASIM HASAN

Qasim Hasan made history in 2023 by becoming the first Iraqi to win a gold medal at the World Championships in any sport, triumphing in the men's 96kg category at the Weightlifting World Championships in Riyadh. His remarkable achievement represents the best result in the history of Iraqi weightlifting and the country's most significant success in the sport since the 1960 Olympic Games.



ISHTAR AZZAWI

Ishtar Azzawi is a trailblazing Iraqi jiu-jitsu athlete who has achieved significant international success. She has won multiple gold medals, including at the Abu Dhabi World Professional Jiu-Jitsu Championship, the European Masters, and the Asian Championships. As the only woman on Iraq's national jiu-jitsu team, Azzawi has been a vocal advocate for greater female representation in the sport.



RAND SAAD AL-MASHHADANI

Rand Saad Al-Mashhadani is an Iraqi archer who gained international recognition by representing her country at the 2012 London Olympics. In addition to her Olympic appearance, she has competed in the World Archery Championships, World Cup stages, Asian Games, Asian Outdoor Championships, and the Asian Grand Prix Circuit. Notably, her younger sister, Fatimah Al-Mashhadani, followed in her footsteps by becoming a world champion in the under-18 compound division in 2015.



RIYADH AL-AZZAWI

Riyadh Al-Azzawi began his kickboxing career in Baghdad, winning a national gold medal at the age of 15. He is renowned for his undefeated professional record of 51 wins and no losses. Nicknamed 'The Golden Champion,' Al-Azzawi made history in 2008 by becoming the first Arab to win the World Kickboxing Network (WKN) World Championship in the heavyweight division.

Cuisine

Cuisine serves as a powerful tool of cultural diplomacy in nation branding, offering a sensory gateway into a country's rich heritage. Below are some of the most iconic dishes that define Iraq's culinary identity.



MASGOUF

Often considered Iraq's national dish, Masgouf is a grilled freshwater carp typically cooked over an open fire and seasoned with salt, tamarind, and turmeric. It is a specialty of Baghdad and other cities along the Tigris and Euphrates rivers.



KUBBA MOSUL

Kubba Mosul is one of the most iconic dishes in Iraqi cuisine. Distinguished by its large, flat, disc-like shape, it features a thin crust made from finely ground rice or bulgur dough, filled with a savory mixture of minced meat, onions, and spices. Unlike other types of kubba in the region—which are often round or torpedo-shaped and deep-fried—Kubba Mosul is typically baked or pan-cooked.



TASHREEB

Tashreeb is a comforting bread-and-broth dish made by soaking pieces of Iraqi flatbread in a rich meat-based soup, often topped with chickpeas and slow-cooked lamb or chicken.



TEPSI BAYTINIJAN

Tepsi Baytinijan is a baked dish of eggplant slices layered with ground meat, potatoes, tomatoes, and onions, all cooked in a savory tomato sauce.



KLEICHA

Kleicha is Iraq's national cookie, typically prepared during Eid and other celebrations. These date-filled or nut-filled pastries are flavored with cardamom and rosewater.



MAKHLAMA

Makhlama is a traditional Iraqi breakfast dish made with minced meat, tomatoes, onions, and eggs, served with warm bread.

Fashion

Fashion plays a powerful role in nation branding, reflecting a country's identity, creativity, and cultural heritage. Fashion designers serve as cultural ambassadors, enhancing their homeland's image on the global stage. Several Iraqi designers have gained international recognition for their distinctive creativity, skillfully blending Middle Eastern heritage with contemporary aesthetics. The following are the most notable Iraqi designers whose work exemplifies this fusion of tradition and modernity.

HANA SADIQ

Hana Sadiq, a leading figure in Iraqi fashion, is renowned for her ability to fuse traditional Arab aesthetics with contemporary haute couture. Drawing inspiration from Iraq's rich cultural heritage, she incorporates ancient Mesopotamian symbols, Arabic calligraphy, and traditional embroidery into her elegant designs. Sadiq has dressed royalty and celebrities across the Arab world, establishing herself as both an artist and a cultural ambassador. Her work has garnered international acclaim, earning her numerous awards, including recognition in Italy as the ambassador of Arabic fashion. In 2020, she received the Creative Award from the United Nations for Arts Organization (UNARTS), further affirming her influential role in promoting Arab identity through fashion.





ZEENA ZAKI

Zeena Zaki, a haute couture designer, has made a significant impact on the global fashion scene by seamlessly blending Middle Eastern elegance with Western sophistication. In 2003, she launched her fashion house, Julea Domani, in Dubai, drawing inspiration from Edwardian and Victorian styles, known for their romantic silhouettes and intricate detailing. Zaki's creations have graced international runways and red carpets, worn by celebrities such as Lana Del Rey, Eva Longoria, Kris Jenner, Ciara, Demi Lovato, and Tyra Banks.

REEM ALASADI

Reem Alasadi is renowned for her innovative and avant-garde approach to sustainable fashion. She launched her own label by the age of 21, and her designs are renowned for blending British punk influences with Victorian-inspired silhouettes, utilizing recycled and vintage materials to create voluminous, textured garments. Alasadi gained international acclaim through her pop-up boutiques in Tokyo's Laforet Harajuku and her regular showcases at Tokyo Fashion Week. Beyond her design work, she serves as a Principal Teaching Fellow and Programme Leader for MA Fashion and Textile Design at the University of Southampton's Winchester School of Art, where she mentors emerging designers and fosters innovative thinking in fashion.



Art

Art captures the soul of a nation and conveys authentic stories that resonate beyond borders. Iconic artists often serve as cultural ambassadors, shaping how the world perceives their homeland. Their work fosters national pride, preserves cultural heritage, and inspires creativity—contributing to a distinctive and compelling national brand. Below are some of the most influential Iraqi artists who express Iraq's identity and cultural narrative on both regional and global stages.





DIA AL AZZAWI

Dia al-Azzawi is a seminal figure in modern Arab art, renowned for his multidisciplinary practice encompassing painting, sculpture, printmaking, and book art. His work intricately weaves ancient Mesopotamian motifs, Arabic calligraphy, and contemporary abstraction to explore themes of war, exile, and cultural memory. His pieces are held in major institutions worldwide, including the British Museum and Mathaf: Arab Museum of Modern Art. In 2024, he was awarded the Great Arab Minds prize—launched by Dubai Ruler His Highness Sheikh Mohammed bin Rashid Al Maktoum—for his unparalleled contributions to the arts.

HANAA MALALLAH

Hanaa Malallah is a pioneering artist, researcher, and educator whose work confronts the enduring impact of war, displacement, and cultural loss. She uses found and destroyed materials—burnt canvas, barbed wire, bullets, and torn cloth—to create textured, abstract works that embody the physical and psychological scars of conflict. Her art often explores themes of identity, spirituality, and the fragility of cultural heritage, drawing on ancient Mesopotamian symbolism and semiotics. Her work is held in major collections, including the British Museum, the Metropolitan Museum of Art, and Mathaf: Arab Museum of Modern Art.









CHEB MOHA

Cheb Moha is a multidisciplinary artist whose work spans photography, fashion design, and poetry. He has become a prominent voice in redefining contemporary Arab identity through art and street culture. He is the founder of Shabab Almustaqbal, a streetwear brand that fuses Arab aesthetics with global fashion sensibilities. His photography challenges stereotypes and offers authentic narratives of Middle Eastern youth. Moha’s work has been featured in numerous international publications, and in recognition of his creative contributions, he was named to Forbes Middle East’s 30 Under 30 list in 2021.

TAMARA ABDUL HADI

Tamara Abdul Hadi is a visual artist whose work challenges stereotypes and explores themes of identity, masculinity, and cultural memory. Her recent project, Re-Imagining Return to the Marshes, revisits Iraq’s southern wetlands by blending contemporary photography with archival images to interrogate colonial visual histories and amplify the voices of the Ahwari people. Through her work, Tamara fosters a decolonial visual language that emphasizes empathy, nuance, and cultural resilience. She is also a founding member of the Rawiya Collective—the first all-female photography collective in the Arab world.

AMIR HAZIM

Amir Hazim is a multimedia artist whose evocative work explores themes of memory, identity, and cultural history. Hazim's practice is deeply influenced by his early life in post-2003 Baghdad. His art spans photography, sound, sculpture, painting, and installation, often blending melancholic memories with futuristic visions to examine human nature within broader social and historical contexts. Hazim's photography is particularly noted for its cinematic quality, utilizing light and shadow to create compelling narratives in both grayscale and vibrant color.

MIRAMAR MUHD

Miramar Muhd is a visual artist who champions gender equality through her creative expression. Her large-scale murals stand as powerful symbols of resilience and women’s empowerment in the face of violence and social constraints. Through bold visual language and a strong commitment to public art, Miramar challenges prevailing norms, establishing herself as a prominent voice in the Middle Eastern art scene.

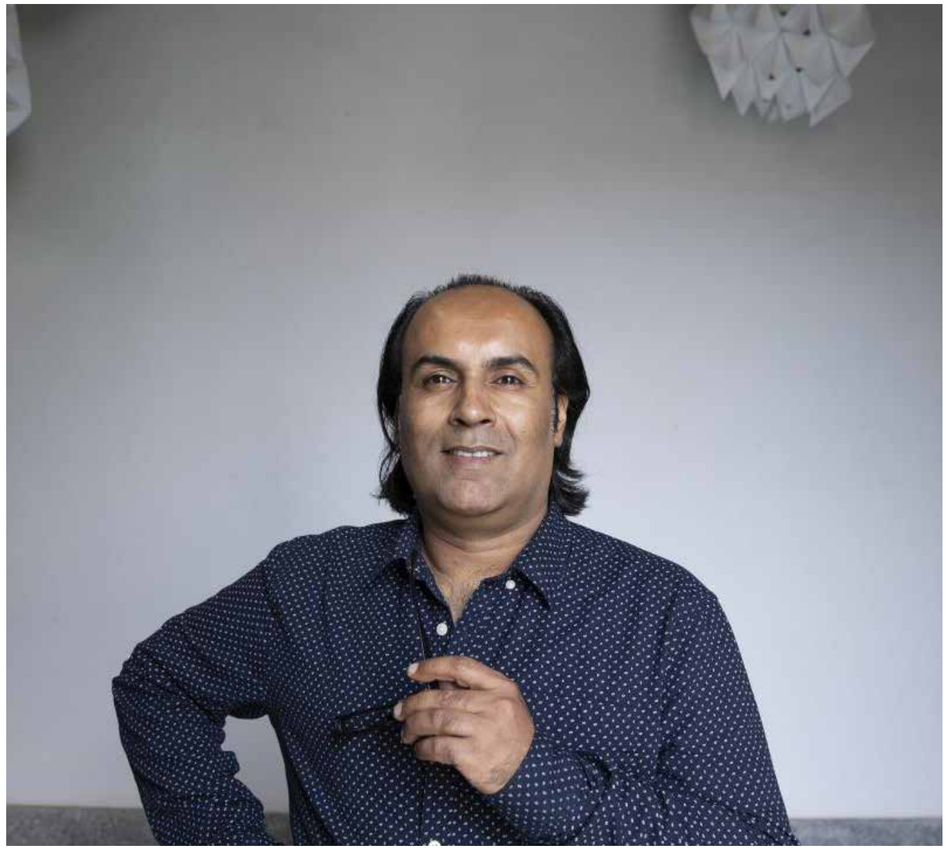
Literature

A country’s strength in the field of literature represents its cultural depth, intellectual heritage, and capacity for creative expression. Therefore, literature is a strategic asset that shapes how a country is remembered, perceived, and positioned on the global stage. The following are some notable Iraqi writers whose work blends universal themes with local experiences and has gained both regional and international recognition.



INAAM KACHACHI

Inaam Kachachi’s literary work has garnered international acclaim for its poignant exploration of exile, identity, and the Iraqi diaspora. Her novel The American Granddaughter (2008) was shortlisted for the International Prize for Arabic Fiction in 2009 and has been translated into multiple languages. Another notable work, Tashari, received the Arab Literature Prize in 2016, awarded by the Jean-Luc Lagardère Foundation and the Arab World Institute, further solidifying her status as a leading voice in contemporary Arabic literature.



AHMED SAADAWI

Ahmed Saadawi is renowned for his groundbreaking contributions to contemporary Arabic literature. He gained international recognition with his novel Frankenstein in Baghdad (2013), which won the International Prize for Arabic Fiction in 2014, making him the first Iraqi to receive the award. The novel has been translated into multiple languages and was shortlisted for the Man Booker International Prize in 2018.

SINAN ANTOON

Sinan Antoon's literary work offers profound insights into the complexities of Iraqi identity, memory, and exile. His novel The Corpse Washer won the 2014 Saif Ghobash Banipal Prize for Arabic Literary Translation and the Arab American Book Award. Another of his novels, The Baghdad Eucharist, was shortlisted for the International Prize for Arabic Fiction in 2013. In addition to his fiction, Antoon is a prolific poet and translator, best known for rendering major Arabic literary works into English—most notably Mahmoud Darwish's In the Presence of Absence, which earned the 2012 National Translation Award.



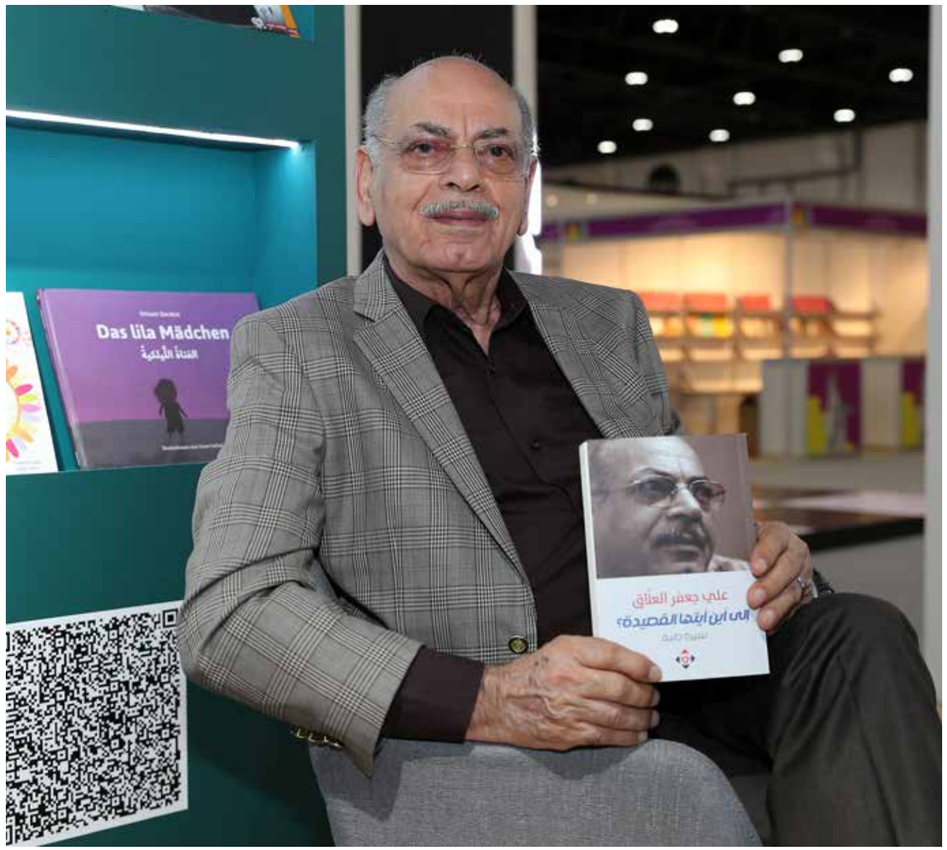


SHAHAD AL RAWI

Shahad Al Rawi's literary work vividly captures the emotional and psychological landscapes of Iraqis living through war, displacement, and transformation. Her debut novel, The Baghdad Clock (2016), was shortlisted for the 2018 International Prize for Arabic Fiction and won the First Book Award at the Edinburgh International Book Festival the same year, making her the youngest author to reach the IPAF shortlist at the time. Translated into more than 20 languages, the novel became a bestseller in both Iraq and the UAE.

ALI JAAFAR AL ALLAQ

Ali Jaafar Al Allaq has published over 20 poetry collections and 11 prose works, establishing himself as a significant figure in modern Arabic literature. His 2022 memoir, Ila Ayn Ayyathouha Al Kaseedah (Where to, O Poem?), earned him the Sheikh Zayed Book Award for Literature in 2023, in recognition of its contribution to Arabic autobiographical writing. Al Allaq has also received the Sultan Bin Ali Al Owais Cultural Award for Poetry in 2019 and the Sharjah International Book Fair Award for his book Poetry and Reception in 1997.



TOURISM

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Every corner of Iraq tells a story, offering travelers a rare opportunity to immerse themselves in the origins of civilization and the enduring legacy of human achievement.

Iraq, often referred to as the cradle of civilization, is a land where history comes alive. For millennia, this land has been a crossroads of trade, culture, and knowledge, shaping the narrative of human civilization and standing as a testament to humanity's shared heritage.

From the Sumerian city of Ur, the birthplace of Abraham, to the sacred temples of Nippur, the religious heart of ancient Mesopotamia, Iraq is a treasure trove of archaeological marvels. Hammurabi's Babylon, with its iconic Ishtar Gate, and Nebuchadnezzar's mythical hanging gardens, celebrated as one of the Seven Wonders of the Ancient World, echo the grandeur of a bygone era. Beyond these ancient ruins lie the holy cities of Najaf and Karbala, steeped in spiritual significance, alongside centuries-old Christian monasteries that preserve the region's diverse faith traditions.

Iraq's landscapes are as breathtaking as its history is profound. The mesmerizing marshlands of Mesopotamia, home to an ecosystem that has sustained life for thousands of years, stand in contrast to the majestic ziggurats, whose towering forms have inspired myths and legends. Every corner of Iraq tells a story, offering travelers a rare opportunity to immerse themselves in the origins of civilization and the enduring legacy of human achievement.

As global travelers increasingly seek meaningful experiences that blend culture, history, and connection, Iraq holds the promise of unparalleled discovery. This chapter is an invitation to rediscover a country of unmatched heritage and beauty, poised to reclaim its rightful place on the world stage as a destination of wonder.

BAGHDAD INTERNATIONAL AIRPORT

THE NATION'S CONNECTIVITY

Baghdad International Airport, Iraq's largest and busiest aviation hub, serves as a vital gateway connecting the country to global destinations.

3.4 million

Baghdad International Airport handled 3.4 million passengers last year. With a remarkable compound annual growth rate of 15.7% in air traffic, the airport underscores Iraq's expanding role in regional and international connectivity.

9 million

The government of Iraq has initiated ambitious upgrade and expansion projects to modernize Baghdad International Airport's infrastructure, aiming to increase its capacity to handle 9 million passengers annually by 2030 while also accommodating larger aircraft.

IRAQI AIRWAYS

THE NATION'S CONNECTION TO THE REST OF THE WORLD

Established in 1945, Iraqi Airways is one of the oldest airlines in the Middle East. With a fleet that includes Boeing aircraft such as the 737-200, 737-300, 737-400, and 767-200, the airline is undertaking a comprehensive fleet renewal program to modernize its narrow- and wide-body aircraft. Currently serving 45 destinations, Iraqi Airways is focused on enhancing its operations and customer service to strengthen its position in the competitive aviation market.

Baghdad
The Capital

Baghdad's brand is deeply rooted in its rich cultural heritage and historical significance. Through strategic development projects, the city seeks to harmonize its proud past with its aspirations for a promising future.

Baghdad was founded in the 8th century by Caliph Al-Mansur as the capital of the Abbasid Caliphate. Once the intellectual heart of the Islamic Golden Age (8th–13th centuries), it was home to the renowned House of Wisdom, where scholars from around the world advanced knowledge in science, mathematics, medicine, and the arts.

Despite enduring significant challenges throughout its history, Baghdad has continuously reinvented itself, blending its rich historical legacy with aspirations for growth and renewal. In recent years, the city has launched development projects to rebuild its infrastructure, modernize its urban landscape, and restore cultural landmarks—including historical sites, museums, and libraries—showcasing a steadfast commitment to preserving its heritage while embracing the future.



















VISIT

Al-Kadhimiya Mosque

Brilliance of Islamic Artistry



Al-Kadhimiya Mosque houses the tombs of two revered Shia Imams, Imam Musa al-Kadhim and Imam Muhammad al-Jawad, making it a major pilgrimage site for Shia Muslims. The mosque is renowned for its stunning architectural features, including golden domes, towering minarets, and intricate tilework that exemplify the brilliance of Islamic artistry. Originally constructed during the Abbasid period, it has undergone numerous renovations and expansions over the centuries, reflecting the enduring devotion of successive generations to preserving its sanctity and splendor.

VISIT

Abu Hanifa Mosque

A Landmark of Legacy



Abu Hanifa Mosque is one of the most significant religious and historical landmarks in Baghdad. Named after the renowned 8th-century Islamic scholar and founder of the Hanafi school of thought, Imam Abu Hanifa al-Nu‘man, the mosque serves as both a place of worship and a symbol of Iraq’s rich Islamic heritage. The complex includes the revered mausoleum of Abu Hanifa, attracting scholars, pilgrims, and visitors from across the Muslim world. Beyond its religious significance, the Abu Hanifa Mosque represents centuries of theological scholarship and serves as a spiritual and intellectual center in the heart of the Iraqi capital.

VISIT

Abdul-Qadir Gilani Mosque

Enduring Influence of Sufism



Abdul-Qadir Gilani Mosque is a revered spiritual and cultural site dedicated to Sheikh Abdul-Qadir al-Gilani, one of the most prominent Sufi saints in Islamic history. As the founder of the Qadiriyya Sufi order, his teachings continue to inspire followers around the world. The mosque complex includes his tomb, which draws thousands of pilgrims annually seeking spiritual solace, blessings, and connection to a profound legacy of mysticism and scholarship.

VISIT

Al-Mustansiriya

One of The Earliest Universities In The World



Al-Mustansiriya School, established in 1227 by Caliph Al-Mustansir of the Abbasid Caliphate, remains one of Baghdad's most enduring symbols of its golden age of learning. This prestigious institution functioned as one of the earliest universities in the world, offering education in medicine, mathematics, astronomy, and Islamic jurisprudence. Renowned for its architectural beauty, the school features intricate designs, arches, and inscriptions that exemplify the sophistication of Islamic art and culture. Throughout the centuries, Al-Mustansiriya served as a beacon of knowledge, attracting scholars from across the Islamic world. Today, as **a tentative UNESCO World Heritage Site**, it stands as a historic monument, preserving Baghdad's rich intellectual and cultural legacy for future generations.

VISIT

Abbasid Palace

A Remarkable Example of Islamic Architecture



Abbasid Palace, **a tentative UNESCO World Heritage Site**, stands as a testament to Baghdad's rich historical and cultural heritage, attracting visitors eager to connect with the city's illustrious past. Constructed in the late 12th century, the palace reflects the grandeur of Baghdad at its zenith as a thriving center of the Islamic Golden Age. Its intricate brickwork, vaulted ceilings, and decorative stucco designs exemplify the artistic and architectural achievements of the era.

VISIT

Al-Qishla Palace

A Historic Landmark



Built in the mid-19th century under Ottoman rule, Al-Qishla Palace originally served as a military barracks and administrative center. Its most distinctive feature—the iconic clock tower—was added in 1869. Surrounded by gardens and open spaces, Al-Qishla became a focal point for political and social activities during its time. Today, it serves as a vibrant venue for art events and exhibitions, celebrating Baghdad's rich cultural legacy.

VISIT

Murjan Mosque

The Artistry of the Mamluk Period



Built in the 14th century by Amin al-Din Murjan, a prominent Mamluk governor, Murjan Mosque is renowned for its exquisite architectural details and intricate calligraphy. Among its most striking features are a beautifully crafted dome and delicate tilework, both showcasing the artistry of the Mamluk period.

VISIT

Mutanabbi Street

A Cultural Landmark



Mutanabbi Street holds profound significance as the historic heart of Iraq's literary and intellectual life. Named after the 10th-century poet Al-Mutanabbi, it has long served as a vibrant center for bookselling, cultural exchange, and free expression. At the core of this cultural hub stands Shabandar Café, established in 1917, which has become a cherished gathering place for writers, artists, scholars, and citizens from diverse backgrounds—fostering dialogue, creativity, and a shared sense of identity.

VISIT

Arch of Ctesiphon

The World's Largest Single-Span Brick Arch



The Arch of Ctesiphon, also known as Taq Kasra, is the most iconic remnant of the once-grand city of Ctesiphon, which served as the capital of the Sasanian Empire and a major political and cultural hub of the ancient world. Featuring the largest single-span brick arch in the world, it stands as an architectural marvel that has endured for over 1,500 years. Constructed in the 6th century, the arch showcases the engineering ingenuity of the Sasanians and their lasting influence on subsequent architectural traditions. Despite centuries of conflict and natural deterioration, Taq Kasra remains a powerful symbol of Iraq's rich historical legacy.

VISIT

Aqar Quf

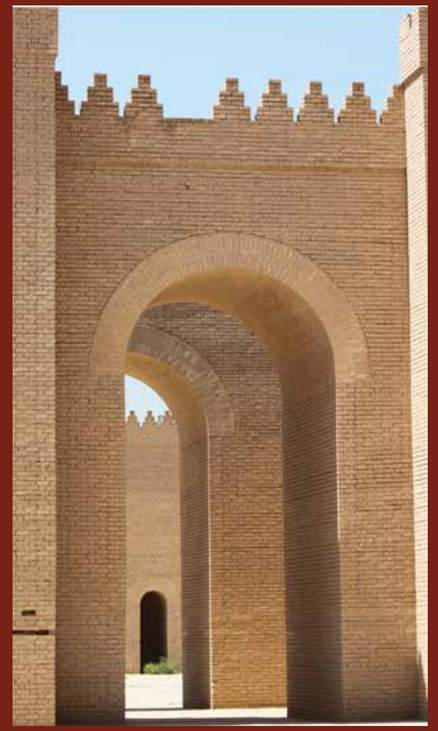
Home of the Towering Ziggurat



Founded in the 14th century BCE by King Kurigalzu I, Aqar Quf (ancient Dur-Kurigalzu) served as a royal and administrative center during the Kassite dynasty's rule over Babylonia. The city demonstrated remarkable advancements in architecture and urban planning. Its most iconic structure, the Ziggurat of Dur-Kurigalzu—a massive terraced temple dedicated to the god Enlil—originally stood about 60 meters high. Although the city eventually fell into decline due to invasions and natural deterioration, the ruins of Dur-Kurigalzu continue to attract scholars and visitors interested in Iraq's rich archaeological heritage.

Babylon
A Timeless Symbol of Cultural Brilliance





Babylon, a UNESCO World Heritage Site dating back to around 2000 BCE, stands as a timeless symbol of cultural brilliance and one of the greatest civilizations of the ancient world. The city reached unprecedented heights under King Hammurabi—who introduced the Code of Hammurabi, one of the earliest and most comprehensive legal codes—and King Nebuchadnezzar II, famed for constructing the iconic Ishtar Gate and the legendary Hanging Gardens. At its peak, Babylon was the largest metropolis in the world, home to an estimated 200,000 inhabitants. Its influence extended far beyond political and military dominance, leaving an enduring legacy in science, mathematics, literature, law, the arts, architecture, and astronomy.





Today, Babylon's archaeological remains make it a cornerstone of Iraq's cultural heritage. These remnants continue to attract historians and archaeologists eager to explore one of humanity's earliest civilizations. With strategic promotion and investment in tourism infrastructure, Babylon holds significant potential to become a premier cultural tourism destination in Iraq.







VISIT

Ishtar Gate

A Masterpiece of Ancient Mesopotamian Craftmanship



Constructed during the reign of King Nebuchadnezzar II in the 6th century BCE, the Ishtar Gate is an artistic marvel that once served as the grand entrance to the city of Babylon. Dedicated to the goddess Ishtar—symbolizing love, war, and fertility—the gate was adorned with intricate reliefs of dragons, lions, and bulls, each representing key Babylonian deities. It was part of the Processional Way, a ceremonial road used for religious festivals and state occasions. Although the original gate is now housed in the Pergamon Museum in Berlin, the site in Babylon where it once stood continues to attract archaeologists and visitors alike.

VISIT

Temple of Ninmakh

An Ancient Religious Heritage Site



Constructed during the reign of Nebuchadnezzar II (604–562 BCE), the temple was dedicated to Ninmakh, the Sumerian goddess of motherhood and creation. Although many of its walls were reconstructed in the 1980s, much of the structure remains in ruins today. Excavations have uncovered valuable artifacts and inscriptions, providing insight into the rituals and cultural practices of the era.

VISIT

Borsippa

An Ancient Seat of Wisdom



Borsippa, an ancient archaeological site in Babylon Governorate, is renowned for the ruins of the Ziggurat of Borsippa, which once housed a temple dedicated to Nabu—the god of wisdom and son of the supreme Babylonian deity, Marduk. The site has attracted the attention of archaeologists since the early 1800s.

VISIT

Kish

An Archaeological Trove of Sumerian Civilization



Kish, an ancient city located in Babylon Governorate, holds a prominent place as one of Iraq's most significant archaeological treasures. Dating back to around 3100 BCE, Kish was among the earliest and most influential Sumerian city-states. Excavations at the site have uncovered a wealth of artifacts—including temple ruins, administrative tablets, and burial sites—offering valuable insights into its complex societal structure and religious practices.

Basra

Considering its historical, economic, and cultural significance, few cities in Iraq can rival Basra.

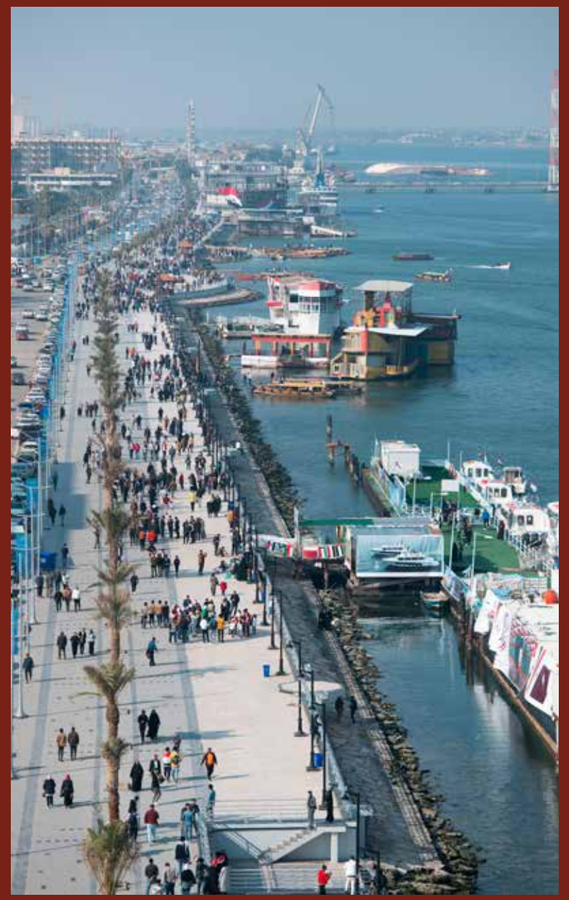
Established in 636, Basra flourished during the Islamic Golden Age (8th–13th centuries) as a vibrant hub of maritime commerce, linking the Arabian Gulf to the wider world. Today, it remains Iraq's economic lifeline, serving as the country's primary maritime gateway and hosting some of its largest oil fields. Basra is also renowned for producing some of the world's finest dates, including prized varieties such as Zahidi and Barhi. The city's cultural legacy is equally distinguished, having nurtured generations of poets, musicians, and scholars who have profoundly enriched Arab and Islamic civilization. Basra is even referenced in One Thousand and One Nights (also known as Arabian Nights), a literary masterpiece that underscores its enduring importance as a center of trade, culture, and storytelling.















VISIT

Shatt Al-Arab

A Lifeline for the People of Basra for Centuries



Formed by the confluence of the Tigris and Euphrates rivers, the Shatt al-Arab is a vital waterway that has shaped Basra's economy and way of life for centuries. Historically, it served as a major route for trade and transportation, linking Basra to the Arabian Gulf and beyond. The riverbanks are lined with lush date palm groves, enhancing the region's natural beauty and agricultural significance.

VISIT

Imam Ali Mosque

One of the World's Most Ancient Mosques



Imam Ali Mosque, also known as the Old Mosque of Basra, is believed to be the first mosque constructed in the region. Built during the early Islamic period following Basra's establishment in 636, the mosque holds immense historical significance. Named after Imam Ali ibn Abi Talib, a central figure in Islam, it is said to be a site where he delivered sermons and engaged with the local community. Over the centuries, the mosque has undergone various architectural renovations, symbolizing its enduring spiritual and cultural legacy.

Ur
A Treasure Trove for History Enthusiasts

Located in the capital of Dhi Qar Governorate, Nasiriyah, the ancient Sumerian city of Ur is one of the world's most extraordinary archaeological treasures. Renowned as the birthplace of Abraham and a cradle of early urban civilization, Ur was a vibrant hub of Sumerian culture and a pioneer in the development of writing, mathematics, and governance. Central to its legacy is the Ziggurat of Ur, a monumental step pyramid built around 2100 BCE by King Ur-Nammu.

VISIT

Lagash

Unearthing the Wisdom of Sumer



Dating back to the early Sumerian period around 2500 BCE, Lagash was a significant cultural and political hub, renowned for its advanced governance, intricate art, and monumental architecture. The city served as a center of worship for the god Ningirsu, and its temples, ziggurats, and administrative buildings reflect a highly organized society. Located in the capital of Dhi Qar Governorate, the Lagash site has yielded a wealth of artifacts through ongoing excavations, including cuneiform tablets that offer valuable insights into the daily life, trade practices, and religious beliefs of its ancient inhabitants.

VISIT

Eridu

The Birthplace of Urbanism



Eridu, **a UNESCO World Heritage Site** located in Dhi Qar Governorate, is celebrated as one of the world's earliest cities. Believed to have been established around 5400 BCE, Eridu is often considered the birthplace of urbanism and is deeply intertwined with Sumerian mythology—particularly as the dwelling place of Enki, the god of water, wisdom, and creation. Archaeological excavations have unearthed evidence of advanced societal structures, intricate pottery, and a sophisticated irrigation system—testament to the ingenuity of its ancient inhabitants.

Duhok
The Hidden Heart of Heritage

Duhok Province, situated at the crossroads of Iraq, Türkiye, and Syria, is a vibrant region marked by cultural diversity and historical depth. Its capital, Duhok city, stands as a testament to the province's enduring cultural heritage, with archaeological sites that span more than a millennium. Known for the harmonious coexistence of various ethnic and religious communities, Duhok embodies a multicultural identity that enriches its social fabric. Although it is a popular holiday destination for domestic travelers, its stunning landscapes, ancient heritage, and cultural significance remain largely undiscovered by the global tourism market—a gap that presents a compelling opportunity for future development.

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VISIT

Maltai Relief

Where Kings and Gods Etched Their Legacy in Stone

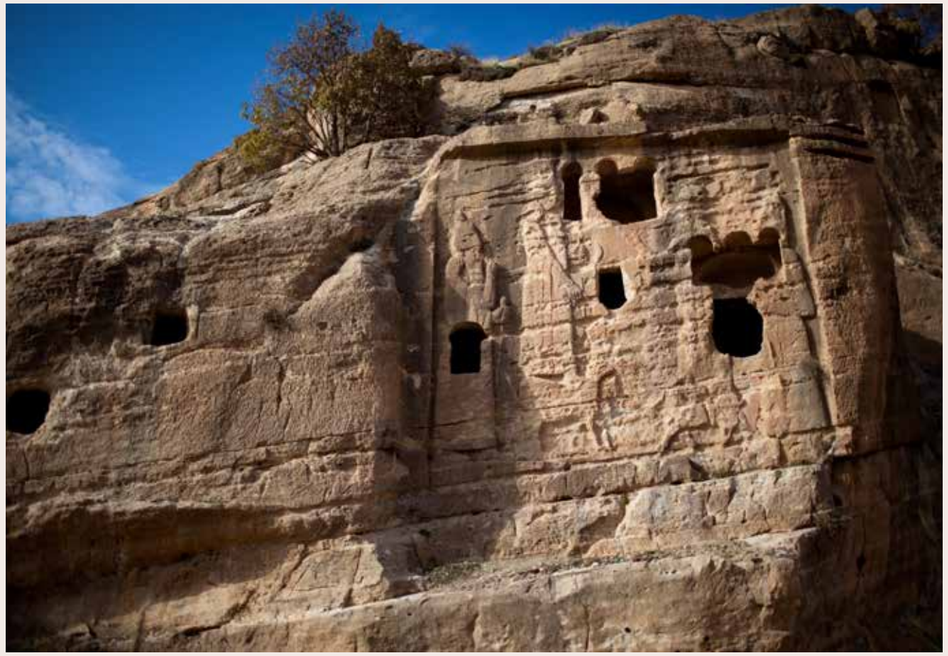


Carved into the rocky façade of Zawa Mountain, 200 meters above the village of Geverke in Duhok Province, the Maltai Reliefs are a remarkable example of ancient Assyrian art. Created in the 7th century BCE during the reign of King Sennacherib—one of the most powerful rulers of the Assyrian Empire—these reliefs consist of three distinct panels, each depicting a visually striking scene of significant historical and cultural value. In these panels, King Sennacherib is shown facing a procession distinguished by its intricate representations of Assyrian gods in human form. Adding to the mystique, the deities are portrayed mounted on various animals—a motif commonly used in Assyrian art to symbolize power and divine authority.

VISIT

Khinnis Reliefs

Carved in Stone, Revered Through Time



The Khinnis Reliefs, located in the town of Shekhan in Duhok Province, are renowned for their depiction of Sennacherib, the Assyrian king who reigned from 705 BC to 681 BC, shown in a worshipful pose before the deities Ashur and Ninlil. In recognition of their historical and cultural significance, the Khinnis Reliefs were included in the **2014 World Monuments Watch**—an initiative aimed at raising awareness and promoting preservation efforts for the region's invaluable heritage sites.

VISIT

Amedi

A Timeless Citadel of Faith and Harmony

With a history dating back to the Assyrian Empire around 2,500 BCE, Amedi is a small but historically rich city located in Duhok Province. Recognizing its cultural and historical significance, UNESCO included Amedi in Iraq's Tentative List of World Heritage Sites in 2011, and it was nominated for the World Monuments Watch List in 2016.

The city has long been a harmonious melting pot of religious and cultural diversity, where Muslims, Christians, and Jews coexisted for centuries. The Christian quarter, located on the western side of town, still houses a small Christian community, while the city's Jewish heritage is reflected in the ruins of synagogues dating back to the 12th century. Furthermore, Amedi was an influential center of Islamic scholarship, home to the Qubahan School, which had historical ties to the prestigious Al-Azhar University in Cairo.

Erbil
The Capital of the Kurdistan Region of Iraq









Erbil is a city brimming with modern life and a forward-looking vision. Over the past decade, it has undergone a remarkable transformation, marked by the emergence of skyscrapers, luxury hotels, international restaurants, and expansive shopping malls. Contemporary architectural developments harmonize with historical landmarks, while lush parks and bustling bazaars embody the city's unique blend of tradition and modernity. Erbil's charm is further enriched by its people, renowned for their warmth and hospitality. The city's vibrant social fabric—woven from a rich tapestry of cultures and ethnicities—offers a distinctively Iraqi Kurdish welcome. Erbil warmly invites travelers, investors, and innovators to explore its immense potential.

VISIT

Erbil Citadel

One of the World's Oldest Inhabited Sites



Officially added to UNESCO's World Heritage List in 2014, the Erbil Citadel was recognized for its nearly 6,000-year history and its distinction as one of the world's oldest continuously inhabited settlements. This historic site has served as a central inspiration for Erbil's development, with the city expanding outward in increasingly larger concentric rings from this iconic landmark.

VISIT

Rawanduz

The Deepest gorge in the Middle East



Surrounded by majestic mountains, Rawanduz is home to the deepest gorge in the Middle East. Dating back to the seventh century BCE, the area is also renowned for its historic Christian villages. A treasure for archaeology enthusiasts, Rawanduz features numerous archaeological sites that provide valuable insights into the ancient civilizations that once thrived in the region.

VISIT

Shanidar Cave

One of the Most Significant Archaeological Sites for Understanding Neanderthal Life



Shanidar Cave is located on Bradost Mountain in Erbil Province. In the 1960s, archaeologist Ralph Solecki led groundbreaking excavations that uncovered the fossilized remains of ten Neanderthal skeletons. These fossils, dated between 65,000 and 35,000 years ago, transformed perceptions of early hominids by revealing their upright posture and suggesting a more complex culture than previously believed. After a six-decade hiatus, a British team has resumed excavations at Shanidar Cave, offering the promise of new discoveries that may further deepen our understanding of human evolution.

VISIT

Monastery of Mar Bena Qadisho

Faith and Heritage Endure



Located in the Christian village of Armota, on the outskirts of the Koya district in Erbil Province, the Monastery of Mar Bena Qadisho was established in the fourth century by the followers of Saint Banham. The first Friday after Easter marks the grand feast of Mar Bena—a vibrant celebration that brings the entire area to life with festive activities.

VISIT

Korek Mountain

Peak of Adventure



Located in Erbil Province, Korek Mountain is one of the most prominent peaks in Iraq, rising 2,120 meters above sea level. Renowned for its excellent skiing slopes, it offers breathtaking panoramic views that captivate visitors. A popular winter destination among locals, Korek Mountain also draws international tourists with its annual snow festival.

VISIT

Halgurd Mountain

Roof of Nature



Halgurd Mountain, rising to 3,607 meters above sea level, is the highest peak in Iraq. The surrounding area is home to a diverse array of bird species and unique endemic plants, making it a popular destination for birdwatchers and botany enthusiasts. Additionally, the region is renowned for its cultivation of medicinal herbs. Halgurd-Sakaran National Park, which encompasses the mountain, draws tourists seeking thrilling adventures and exceptional hiking experiences.

Karbala
A Spiritual Epicenter



The holy city of Karbala is a spiritual center that brings Shia Muslims together from around the world. Its religious importance comes from the Battle of Karbala in 680 AD, where Imam Hussein, the grandson of Prophet Muhammad, and his small group of followers were martyred by a much larger army sent by the Umayyad caliph Yazid. This tragedy remains deeply rooted in the hearts of the Shia community. Every year, countless pilgrims visit Karbala to pay their respects at Imam Hussein's sacred shrine.







VISIT

Al-Ukhaidar Fortress

Architectural Legacy of the Abbasid Dynasty



Located in Karbala Governorate, Al-Ukhaidar Fortress was constructed in the late 8th century during the Abbasid era and served as both a strategic stronghold and a caravanserai for travelers navigating the vast desert landscapes.

VISIT

Al Tar Caves

Forgotten Chambers of History



Al-Tar Caves are believed to have served as shelters and burial tombs for early inhabitants. They offer a captivating glimpse into Iraq's ancient past and continue to attract the interest of historians and archaeologists alike.

Kirkuk
One of the World's Longest-Inhabited City













Kirkuk, a governorate renowned for its rich oil reserves, also holds profound historical and cultural significance in Iraq. With roots stretching back to ancient Mesopotamia, it served as a vital hub of the Assyrian Empire around the 9th century BCE.

The city is home to the iconic Kirkuk Citadel, an archaeological treasure perched atop a hill that embodies the city's layered history. Believed to have been constructed around 884 BCE during the reign of King Ashurnasirpal II of the Assyrian Empire, the citadel stands as one of the oldest and most significant landmarks in Kirkuk. It reflects the rich tapestry of civilizations that have shaped the region—from the Assyrians and Babylonians to the Ottomans.

Kirkuk's multiethnic population—comprising Turkmen, Arabs, Kurds, and Assyrians—enriches its vibrant cultural fabric, expressed through its diverse cuisine, music, languages, and customs.

Mosul
A Timeless Pillar of Iraq's Heritage

Mosul's roots trace back to the Assyrian and Neo-Assyrian Empires (2500–609 BCE). While Mosul itself was a smaller settlement during this period, its proximity to Nineveh—the capital of the Neo-Assyrian Empire (911–609 BCE)—cemented its historical importance. Located just across the Tigris River from modern-day Mosul, Nineveh was renowned as a center of wealth, culture, intellectual achievement, and artistic innovation in the ancient world.

During the Islamic Golden Age (8th–13th centuries), Mosul flourished under the Abbasid Caliphate, emerging as a vibrant hub of learning and culture. The city became known for its contributions to medicine, philosophy, and the arts, embodying the intellectual dynamism of the era.

In recent history, Mosul has faced significant challenges. The Daesh occupation and the subsequent military campaign to liberate the city caused widespread destruction, displacing millions and severely damaging its infrastructure and cultural heritage. Today, Mosul is at the heart of major reconstruction efforts. Organizations such as UNESCO and UN-Habitat, in collaboration with local authorities, are working tirelessly to restore the city's historical spirit and rebuild its future.













VISIT

Great Mosque of Al Nuri

A Historic Emblem of Mosul



Built in 1172 by Nur al-Din Zangi, a prominent leader of the Turkic Zengid dynasty, the Great Mosque of al-Nuri is one of Mosul’s most iconic landmarks. It is particularly famous for its distinctive leaning al-Hadba minaret. The minaret’s unique tilt, caused by centuries of shifting foundations, became a powerful symbol of Mosul's identity and resilience. In 2017, the mosque was tragically destroyed by ISIS during the battle to retake the city. The leaning Al Hadba Minaret of Al Nuri Mosque was reconstructed through a UNESCO-led initiative funded by the United Arab Emirates and the European Union.

VISIT

Al Saa’a Convent

The Landmark of Mosul



Al-Saa’a Convent, located in the heart of Mosul’s Old City, is a historic Dominican monastery that stands as a symbol of the city’s rich religious and cultural tapestry. Established in the late 19th century by French Dominican monks, the convent is best known for its bell tower. In 1876, Empress Eugénie de Montijo of France, wife of Napoleon III, financed the construction of the tower—the first of its kind in Iraq. During the occupation of Mosul, the church was damaged, and the convent was looted and ransacked by Daesh. In a major restoration effort led by UNESCO and funded by the UAE, the reconstruction of the church and convent was completed in 2024.

VISIT

Hatra

Designated as a UNESCO World Heritage Site in 1985, Hatra holds the distinction of being Iraq's first site to receive this recognition.

Founded in the 2nd century BCE, Hatra was strategically located between the Roman Empire to the west and the Parthian Empire to the east. It functioned as a semi-autonomous kingdom under Parthian influence. Ruled by a dynasty of Arabian princes, the city rose to prominence as a religious, cultural, and trading hub during the 2nd century CE.

Known as Beit Elaha (House of God) in the ancient world, Hatra reflected its identity as a multi-faith religious center. Its temples, showcasing a rare and exquisite blend of Mesopotamian, Greco-Roman, and Parthian architectural styles, were dedicated to a diverse pantheon of deities—including Shamash (the Mesopotamian sun god), Nergal (a Sumero-Akkadian deity), Al-Lat (a North Arabian goddess), Hermes (the Greek god), and Atargatis (an Aramean goddess).









VISIT

Al Tahera Church

A Testament to Mosul's Diversity



Al-Tahera Church, located in Mosul's historic Old City, was built in 1859 and opened in 1862. This Syriac Catholic church stood as a beacon of religious coexistence, reflecting the city's diverse cultural and spiritual heritage. Tragically, it was heavily damaged during the occupation by Daesh, leaving it in ruins. As part of a UNESCO-led restoration initiative funded by the United Arab Emirates, Al-Tahera Church was fully restored and handed over to the Christian community in September 2024—an effort aimed at reviving Mosul's historic landmarks and fostering reconciliation through cultural heritage.

VISIT

Lalish

The Sacred Heartbeat of Yazidism



Lalish is the spiritual heart of the Yazidi faith, embodying elements of pre-Islamic Mesopotamian beliefs, Judaism, Nestorian Christianity, and Islam. At its center lies the tomb of Sheikh Adi ibn Musafir, a 12th-century mystic and the central reformer of Yazidism, who lived in Lalish during his lifetime. The temple also serves as the destination of an annual pilgrimage for the Yazidis, a vital ethnic and religious community within Iraq's rich cultural mosaic.

VISIT

Rabban Hormizd Monastery

The Heartbeat of Iraq's Christian Heritage









Established in the 7th century, the Rabban Hormizd Monastery is one of Iraq's oldest and most revered Christian monastic sites. Within its ancient walls lie the vault of its saintly founder, Rabban Hormizd, and the tombs of generations of Nestorian and Chaldean monks, abbots, and patriarchs who have shaped and preserved Christian traditions in the region for over 1,400 years. This sacred site continues to draw pilgrims and visitors, offering a profound connection to the enduring faith and spiritual heritage of Iraq's Christian community.

VISIT

The Tomb of the Prophet Nahum

A Testament to Iraq's Rich Multicultural History



The 2,700-year-old tomb of Prophet Nahum is housed within the walls of a centuries-old synagogue in the Christian town of Alqosh. For generations, this sacred site served as a significant destination for Jewish pilgrims, particularly during the festival of Shavuot.

VISIT

Bash Tapia Castle

Mosul's Historic Stronghold



Bash Tapia Castle is a historic fortress built during the Zengid dynasty in the 12th century. It played a critical role in the defense of Mosul, standing as a bastion against invasions for centuries. The castle was damaged by Timur in 1393 AD and was later rebuilt during the Ottoman era. Though severely damaged in recent conflicts, the ruined structure remains an enduring emblem of Mosul's historical legacy.

VISIT

Mar Mattai Monastery

A Cornerstone of Syriac Orthodox Heritage

Founded in the fourth century, Mar Mattai Monastery is one of the oldest Christian monasteries in existence and a cornerstone of Syriac Orthodox heritage. Renowned for its extensive collection of ancient Syriac Christian manuscripts, the monastery offers invaluable insights into early Christianity and the region’s history. Over the centuries, Mar Mattai has served as a vital center of worship, learning, and the preservation of Syriac Christian traditions, attracting pilgrims and scholars from around the world.















Uruk
Where Writing Was Born

Uruk, **a UNESCO World Heritage Site** inscribed in 2016 and located in modern-day Al-Muthanna Governorate, is one of the most historically significant archaeological sites in the world. Uruk was a major center of the Sumerian civilization around 4000 BCE and is famously associated with the legendary King Gilgamesh. It played a pivotal role in the development of writing, with the earliest known cuneiform tablets discovered at the site. The ruins of Uruk offer a remarkable window into ancient Mesopotamian urban planning, architecture, and society, including monumental ziggurats. As Iraq reopens its doors to cultural tourism, Uruk presents an unparalleled opportunity for visitors to explore the roots of civilization and walk the grounds where history was quite literally written.







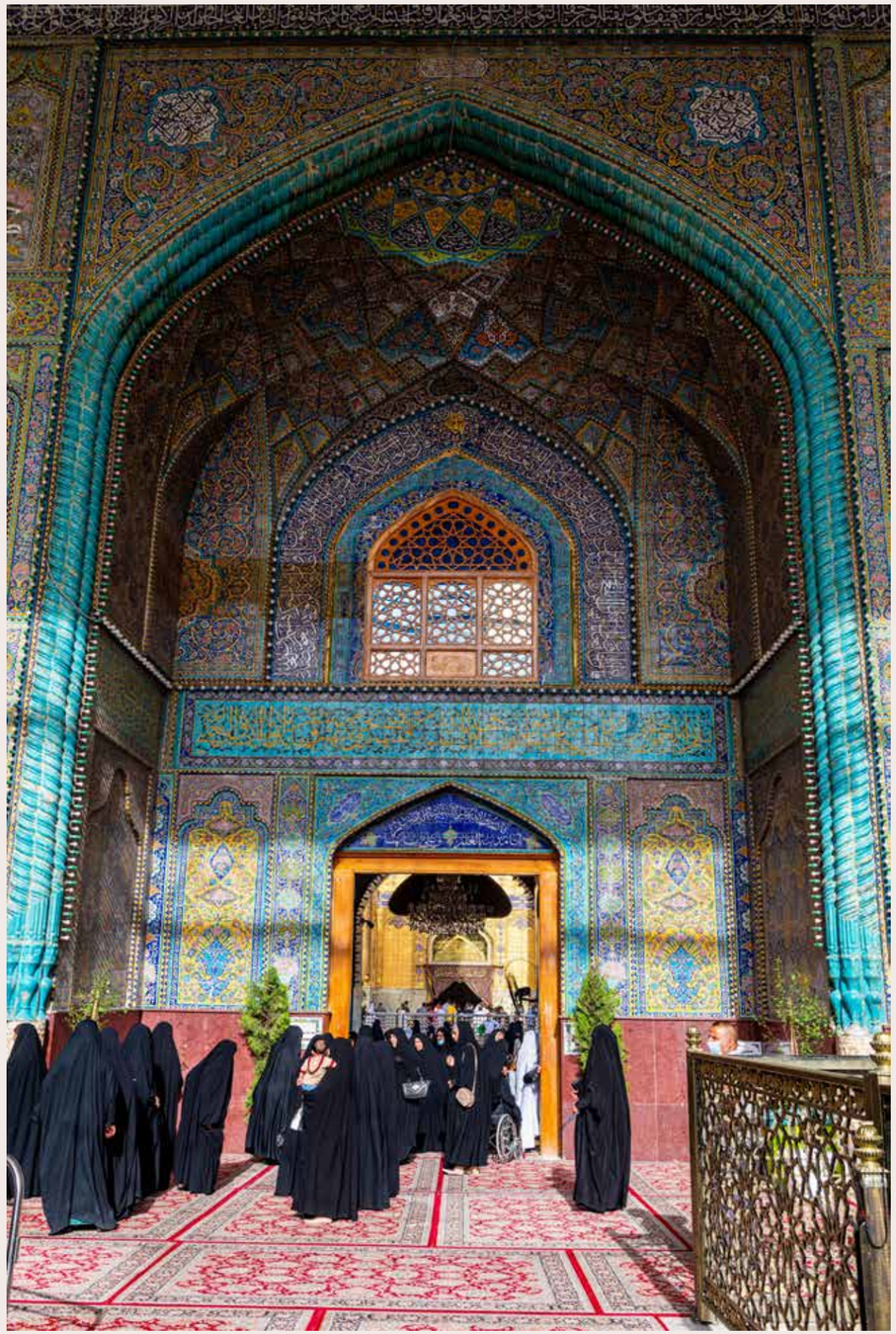


Najaf
A Spiritual and Intellectual Beacon of Shi'a Islam

The city is revered for housing the shrine of Imam Ali, the cousin and son-in-law of the Prophet Muhammad and the first Imam of Shi'a Islam. The shrine is one of the holiest sites in Islam and a central place of pilgrimage for millions of Shi'a Muslims worldwide. The Imam Ali Shrine is a masterpiece of Islamic architecture, adorned with gold-plated domes and intricate tilework. This sacred architectural marvel attracts millions of pilgrims each year, offering spiritual solace and a profound connection to Najaf's rich religious heritage.

Najaf's origins as a city trace back to the 8th century, when the Abbasid caliph Harun al-Rashid ordered the construction of the first mosque over Imam Ali's tomb, formally establishing it as a place of worship. Since then, Najaf has evolved into a renowned center of religious scholarship and theological study. The Najaf seminary, known as the Hawza, is one of the world's oldest Islamic institutions, comparable to Egypt's Al-Azhar. Over the centuries, the city has produced some of the most influential scholars in Shi'a thought, shaping the fields of Islamic jurisprudence and philosophy.









VISIT

Grand Mosque of Kufa

One of the oldest and most revered mosques in the Islamic world.



Established in the 7th century during the caliphate of Umar ibn al-Khattab, the mosque holds immense historical and religious significance for Muslims, particularly for Shi’a Muslims. It is believed to be the site where Imam Ali delivered many of his sermons and administered justice during his caliphate, further elevating its spiritual importance. Over the centuries, the Grand Mosque of Kufa has undergone multiple renovations, preserving both its architectural splendor and historical legacy.

VISIT

Wadi Al-Salam

The World’s Largest Cemetery



Recognized for its cultural and religious significance, Wadi al-Salam is included on UNESCO's Indicative List of World Heritage Sites in 2011. As the world’s largest cemetery, it holds a profound place in Shi’a Islamic tradition. Revered as a sacred burial ground, it is believed that those interred here will be among the first to rise during the resurrection. This belief, along with its proximity to the shrine of Imam Ali, makes Wadi al-Salam a highly sought-after resting place for millions of Shi’a Muslims worldwide. Spanning an immense area, the cemetery contains over five million tombs, some dating back 1,400 years.

Nippur
The Spiritual Core of Ancient Mesopotamia





Located in the modern-day Al-Qadisiyah Governorate, Nippur is one of the most historically and religiously significant sites in ancient Mesopotamia.

Encompassing a series of archaeological mounds, the site was the sacred seat of worship for the Sumerian god Enlil, ruler of the cosmos. From the 3rd to 2nd millennium BCE, Nippur stood as the religious capital of Sumer, drawing kings and pilgrims alike who sought divine legitimacy and favor. It was also home to the legendary Ekur temple, known as the "mountain house," where Enlil was believed to dwell and create mankind.

The site preserves an extraordinary archaeological record spanning over 6,000 years, offering exceptional testimony to Sumerian, Akkadian, and Babylonian cultural traditions. Since the first excavations in 1889, archaeologists have unearthed approximately 30,000 clay tablets, yet much of the site remains unexcavated, holding untold treasures of ancient history





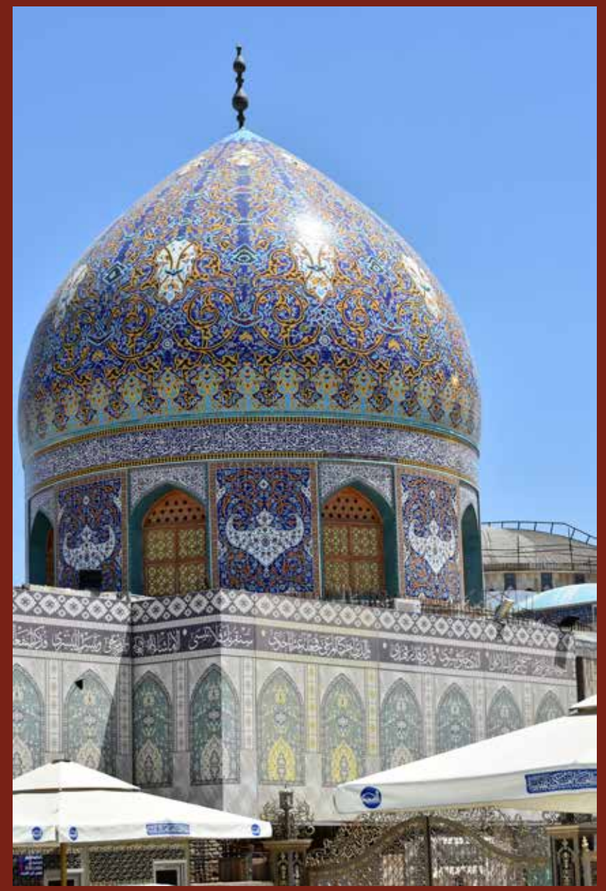
Samarra
Legacy of the Abbasids, Masterpiece of Islamic Art

Located in the Salahaddin Governorate, Samarra was a key center of the Abbasid Caliphate in the 9th century and remains home to some of the most remarkable examples of Islamic art and architecture.

The iconic Great Mosque of Samarra, built in 851 by the Abbasid Caliph Al-Mutawakkil, along with its spiraling Malwiya Minaret, stands as a lasting testament to the city's historical significance. Similarly, Qasr al-Ashiq, also constructed in the 9th century, exemplifies early Islamic architecture and reflects the sophistication of the Abbasid era.

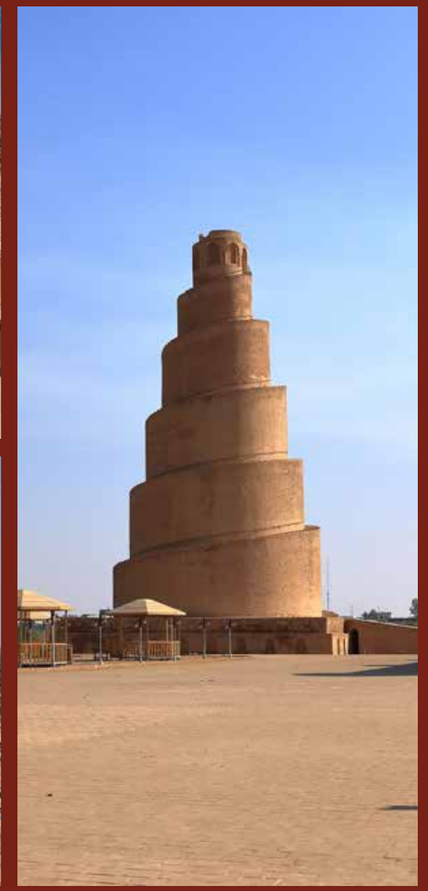
Beyond its architectural wonders, Samarra holds profound cultural and religious importance, attracting pilgrims to the Al-Askari Shrine—one of the most important shrines in Shia Islam.

With its rich history and ancient archaeological treasures, Samarra serves as a vital link to Iraq's heritage and a potential jewel in the country's emerging tourism landscape.











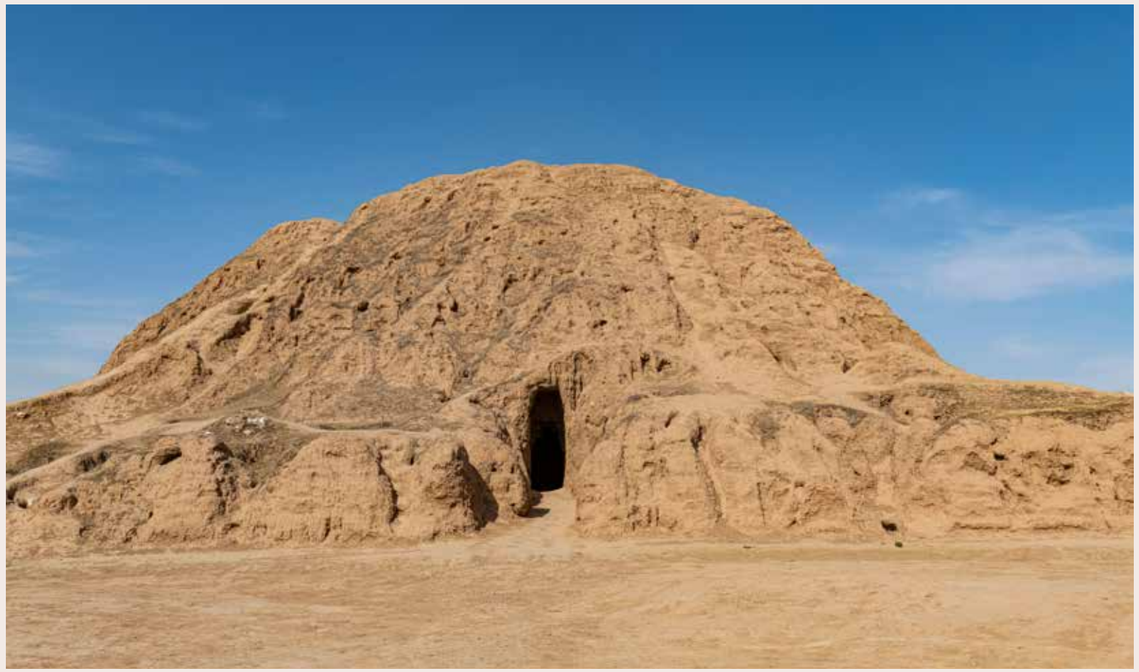


VISIT

Ashur

The Legacy of the Assyrian Civilization

Located in the Salahaddin Governorate, Ashur—inscribed as **a UNESCO World Heritage Site** in 2003—is an ancient city that served as the first capital of the Assyrian Empire from the 14th to the 9th centuries BCE. Founded around the 3rd millennium BCE, it became a significant political, trade, cultural, and religious center for the Assyrians. The city was dedicated to Ashur, the chief deity of the Assyrian pantheon, and was home to grand temples, palaces, and fortifications. Although it was destroyed by the Babylonians, Ashur was revived during the Parthian period in the 1st and 2nd centuries CE.





Slemani
Where Cultural Vibrancy Meets Creative Energy

Slemani shines as a center of cultural vibrancy and creative energy in Iraq. Designated a UNESCO Creative City of Literature in 2019, it has long fostered generations of poets, writers, and intellectuals whose voices continue to shape the region's literary landscape. The city's annual international book fair draws prominent authors and publishing houses from across the Middle East, cementing its role as a literary hub. Slemani's artistic spirit extends well beyond the written word—its streets are alive with expressive urban art that turns public spaces into dynamic open-air galleries. With its rich collection of parks, museums, universities, and cultural institutions, Slemani establishes itself as one of Iraq's foremost cities for artistic expression and intellectual exchange.



VISIT

Dukan Lake

Home to Over 180 Bird Species

Located near the city of Ranya in the Slemani Governorate, Dukan Lake spans approximately 251 square kilometers. The surrounding region is predominantly agricultural, with more than seventy villages scattered across the basin. One of the lake's most remarkable features is its rich biodiversity—it serves as a habitat for over 180 bird species, making it a prime destination for birdwatching enthusiasts.



Iraqi Marshlands

One of the World's Most Iconic Wetland Ecosystems



















The Iraqi Marshlands, also known as the Mesopotamian Marshes—recognized as UNESCO World Heritage Sites in 2016—are located in southern Iraq. These wetlands are among the largest in the Middle East and are often referred to as the "Garden of Eden" due to their unique biodiversity and lush landscapes.

The Mesopotamian Marshes consist of four main areas: the Huwaizah Marshes, Central Marshes, East Hammar Marshes, and West Hammar Marshes. According to UNESCO, they are one of the world's largest inland delta systems situated in an extremely hot and arid environment.

The marshlands serve as a critical habitat for numerous bird species, including some that are endangered, and are an essential stopover for migratory birds. Beyond their ecological significance, they have been home to the Marsh Arabs for millennia—a community whose culture and way of life are deeply intertwined with the wetlands.

HOSPITALITY

292—311

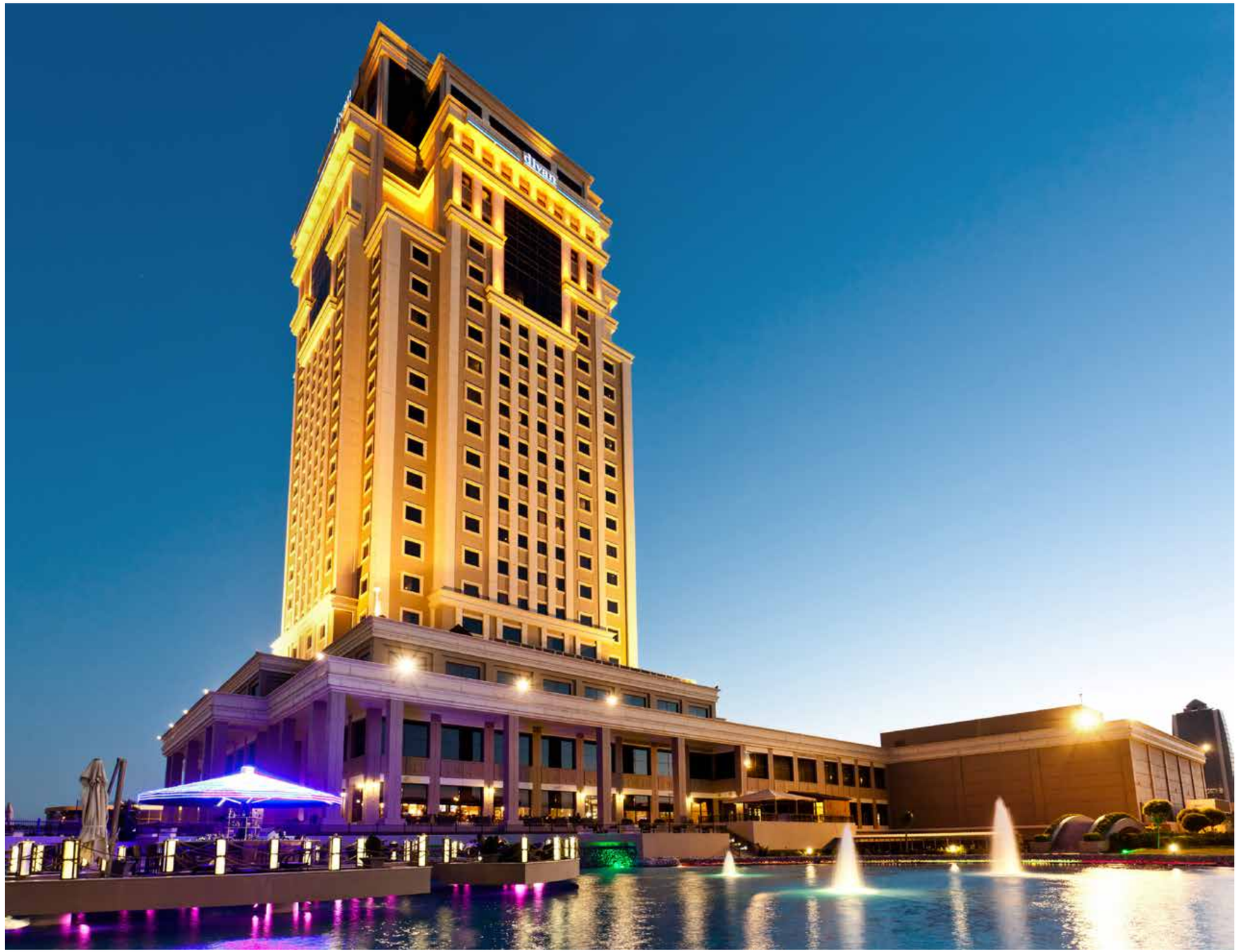
Iraq’s hospitality sector is undergoing a quiet renaissance, driven in part by a steadily improving security environment and a national effort to revitalize its global image.

Iraq’s hospitality sector is undergoing a quiet renaissance, driven in part by a steadily improving security environment and a national effort to revitalize its global image. Beyond its historic cities, religious landmarks, and UNESCO World Heritage sites, the growing number of international conferences, trade exhibitions, and business forums being hosted in Iraq underscores the increasing need for a robust hospitality sector.

New hotels are being developed in key cities such as Baghdad, Basra, Najaf, and Erbil, offering a range of accommodations—from luxury five-star properties to boutique and business-friendly lodgings. These developments not only meet the rising demand but also reflect Iraq’s aspiration to provide authentic Iraqi hospitality experiences for both leisure and business travelers.

The culinary landscape is also evolving, with new restaurants offering both traditional Iraqi dishes and international cuisines. In many cities, food culture is becoming an essential part of the tourism experience, allowing visitors to connect with the country’s heritage through its diverse flavors.

Iraq’s deep-rooted tradition of generosity and hospitality provides a unique foundation for the sector’s growth. Hospitality is not a foreign concept in Iraq—it is deeply woven into the fabric of the nation’s identity. What is now unfolding is a modern revival of this tradition, aligning Iraq’s enduring culture of warmth with global expectations of quality and service.



A Legacy of Excellence in Hospitality

Since its opening in 2012, Divan Erbil has established itself as a benchmark of excellence in Erbil's hospitality landscape, offering elegant accommodations, diverse culinary experiences, a state-of-the-art wellness club, and an unwavering commitment to personalized service. Its impact extends well beyond hospitality—it has nurtured local talent, introduced international service standards, and played a vital role in strengthening Erbil's brand image across the region. Today, Divan Erbil brand stands as a symbol of refined sophistication in Iraq's rapidly evolving hospitality sector.

DIVAN ERBIL









Divan Erbil’s wide selection of suites—ranging from a generous 45 to an expansive 300 square meters—is thoughtfully designed and fully equipped to meet the highest expectations of its distinguished guests.



CAN UNLUER
General Manager, Divan Erbil Hotel

“

We incorporate the latest in leisure and business technology, along with luxurious accommodations and premium amenities, thereby redefining the concept of the modern business hotel from the ground up.

”



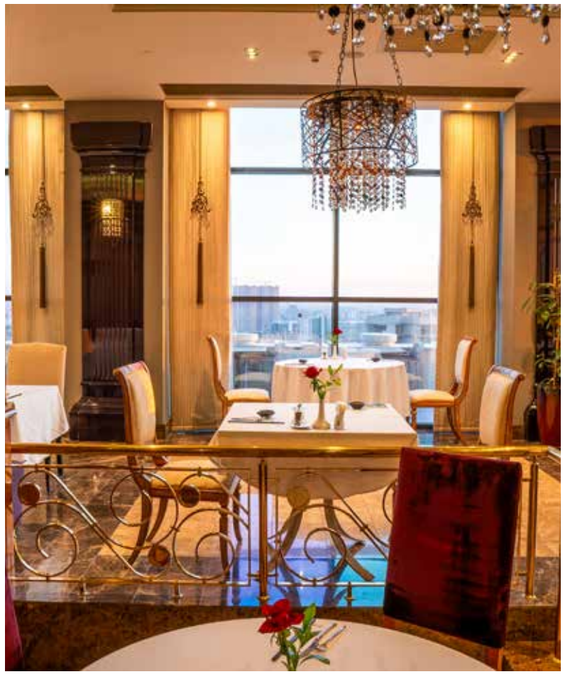




Divan Erbil offers a rich tapestry of culinary experiences crafted to delight every palate. At Seasons, guests can enjoy the authentic flavors of Middle Eastern cuisine, elevated with a contemporary touch. For those seeking refined elegance, Opera delivers a fine dining experience that blends sophistication with exceptional international cuisine in an intimate setting. Qi21, the hotel's upscale sushi restaurant, brings the artistry of the Far East to Erbil with meticulously prepared Japanese dishes served in a sleek, modern ambiance. Meanwhile, the Chopin Piano Bar invites guests to unwind in a stylish environment where live music enhances expertly crafted cocktails and a curated selection of light bites.













Divan Erbil features a diverse selection of event venues, from private meeting rooms to a grand ballroom—ideal for both business and social gatherings. The meeting rooms are fully adaptable for board meetings, training sessions, and workshops, while the ballroom provides an elegant setting for large-scale events such as conferences, gala dinners, and celebrations, comfortably accommodating several hundred guests.





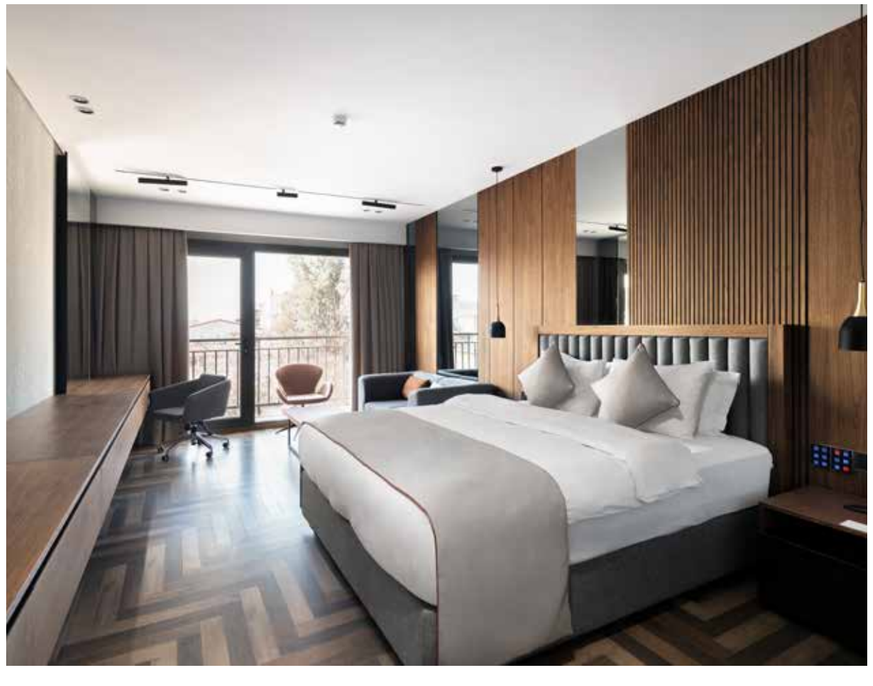




Divan Wellness Club is Erbil's premier fitness and wellness destination, featuring an impressive semi-Olympic-sized indoor pool and a fully equipped gym, complemented by a sauna, steam room, Turkish bath, and private massage suites. The club also offers a wide range of treatments, all delivered by certified spa therapists.









Choice for Business Travelers

Located in the heart of Slemani City, just a short distance from Slemani International Airport and within walking distance of major commercial hubs and cultural landmarks, Ramada Slemani stands as one of the city's most welcoming hotels. Owned by Najmadin Group, the hotel blends modern design with high-standard amenities, ensuring a comfortable and refined stay for both business and leisure travelers.

The 13-floor property features 132 elegantly designed rooms, free indoor parking, and spacious terraces on every floor. Guests can enjoy premium facilities, including a fully equipped gym, swimming pool, Turkish bath, sauna, and wellness club. Ramada Slemani also provides extensive event spaces, with one grand ballroom and five meeting rooms currently in use, complemented by a new ballroom and four additional meeting rooms set to open soon. With its prime location—just 300 meters from the city center—and commitment to international standards, Ramada is a premier destination for comfort and exceptional hospitality in Slemani.

RAMADA BY WYNDHAM SULAYMANIYAH

Babylon Rotana Baghdad

Your Five-Star Gateway to Baghdad

Located along the banks of the Tigris River, Babylon Rotana Baghdad Hotel stands as a distinguished five-star destination, offering 284 rooms and suites with panoramic views of the city skyline and river. The hotel features an extensive range of upscale amenities, including indoor and outdoor swimming pools, a full-service spa, a modern fitness center, tennis courts, and diverse dining venues serving both regional and international cuisine. For events and conferences, Babylon Rotana provides versatile meeting spaces and a grand ballroom accommodating up to 600 guests, making it a premier venue for gatherings of all sizes.



Grand Millennium Al Seef Basra

Experience Basra in Grand Style

Grand Millennium Al Seef Basra is a five-star luxury hotel featuring 311 spacious rooms and suites. The property offers an extensive range of facilities, including one indoor and three outdoor swimming pools, a fully equipped spa and wellness center, tennis and squash courts, as well as multiple restaurants serving international, Italian, and traditional Iraqi cuisine. For events and gatherings, the hotel provides a grand ballroom and three meeting rooms.



Ridha Alwan Coffee

A Neighborhood Roastery that Became a Soft-Power Symbol for Iraq

Founded in 1960 as a small roastery in Baghdad's Karrada district, Ridha Alwan Coffee has grown into a nationwide brand that embodies the spirit of Iraqi hospitality. Staying true to its family-run heritage of sourcing quality green beans and grinding to order, it is cherished as much for its authenticity as for its flavor. Beyond coffee, Ridha Alwan has become a cultural hub—hosting literary gatherings and fostering dialogue—positioning itself as a custodian of heritage, a beacon of creativity, and a model of homegrown enterprise.



Al Khassaki Sweets

The Taste of Iraq's Sweet Heritage

Al Khassaki Sweets is celebrated for preserving the rich traditions of Iraqi dessert-making while embracing modern tastes. Founded in Baghdad, it has grown into a household name, known for its authentic specialties such as baklava, kleicha, and a wide variety of semolina- and nut-based pastries that embody the warmth of Iraqi hospitality. The brand has become a cultural symbol, showcasing Iraq's culinary heritage to visitors. Its enduring reputation highlights how local brands can serve as soft-power ambassadors, carrying the flavors and traditions of Iraq to the world.



Bestoon Samad Restaurant

Iraqi Culinary Excellence

Bestoon Samad Restaurant plays a unique role in Baghdad’s city branding by showcasing Iraqi culinary identity and urban heritage. It consistently serves traditional dishes crafted from locally sourced ingredients and enhances the experience with décor inspired by Iraqi motifs and warm hospitality. Ranked among the city’s top dining destinations, the restaurant has built a strong reputation for quality, offering both visitors and residents a memorable taste of Iraq’s traditions within a modern urban setting.



Qasr Aliya

Heritage & Flavor

Qasr Aliya Restaurant—once the residence of Queen Aliya—adds a distinctive dimension to Baghdad by blending culinary artistry with cultural heritage. Located in the iconic Abu Nuwas district, the restaurant offers signature dishes and décor inspired by palace-era architectural motifs. With its stylish ambiance, Qasr Aliya reinforces Baghdad’s image as a city where history seamlessly meets modern hospitality.



Dar Al Atraqchi Café

Tradition Brewed Daily

Dar Al Atraqchi Café stands out in Baghdad’s cultural branding by honoring the authentic spirit of old Baghdad. Meticulously decorated with vintage Iraqi antiques, the café offers visitors a tangible connection to the city’s past. Rather than numbering tables, each is named after a prominent Iraqi literary or artistic figure, turning every seat into a tribute to national heritage. By offering both locals and tourists a sensory journey through Baghdad’s rich history, the café reinforces the city’s brand as one of depth, nostalgia, and authenticity.



Berhyah Café

Redefining Iraqi Dates

Berhyah was founded in 2018 with the vision of reimagining the artisanal presentation of Iraqi dates, pairing premium-quality products with refined, luxurious packaging. The brand later extended into Berhyah Café, regarded as its "secondary trademark," offering a distinctive menu of hot and cold date-inspired beverages and blending traditional Arabic coffee with Berhyah’s unique flavors. Its journey—reflected in the expansion of café branches across Basra, Erbil, and Baghdad—showcases the brand’s role in elevating Iraqi heritage-led products to new heights.



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